

New TVC for Hunter's features Simon Ringrosen

The new TV campaign for Hunter's Extreme Bold with Guarana launched last week with a 45-second commercial featuring an original track by DJ and producer Simon Ringrosen.

Produced by award winning Lebo Rasethaba, who has many local and international brand ads under his belt, the TVC is set in a hot, steamy nightclub complete with dance crews, DJs, glow sticks and fireworks showing how the product carries the party from daytime into the night.

The advert continues to build the brand's narrative of overcoming life's everyday obstacles and 'taking things in your stride'. Portrayed by a night of partying being interrupted by a power failure, with Hunter's Extreme Bold by their side, the reveller handles life's heat and overcomes the challenge by becoming the music with the rest of the crowd.

When the lights go out and the music dies, the lead character, Fez, opens his can of Hunter's Extreme Bold, instigating a series of cans opening. The crowd joins in with natural sounds such as hands clapping, feet stomping and chest pops, reigniting the party, whilst glow sticks and cellphones are activated for visibility that creates a surreal atmosphere in the club.

View the video below:

Rasethaba explains the inspirations behind the ad, "The idea of people making a song during a power cut to overcome a challenge is rooted in the sub culture of a genre of music called Gqom in Durban, where people chant a song to the DJ who then records it to make it into a track."

According to Ringrosen, who composed the track specifically for the advert, using a unique creative process, the idea was for the music to be a unique feature. "I tried to compose a bold track that allows the crowd and the dancers to step into the music. This we did by bringing the crowd into the gap of a song and them ultimately becoming part of the song at the end.

Distell's global marketing manager for Hunter's, Majaliina Hansen, adds, "It was important for us to illustrate that Hunter's Extreme Bold shares the same values as the master brand, but that it is suited for a different drinking occasion. It offers the same apple refreshment, but that it speaks to the urban, cool, millennial consumer, who is on the cutting edge and doing things differently."

Apart from the strong music direction, the art direction relies on wardrobe to set the edgy urban tone. "The main idea was

make it relevant and to promote South African brands - so the entire cast was dressed in local street-wear orientated label. In this environment of art meets fashion and popular culture, the fashion remains real and not over-styled and overthought.

"By using Fezile Mkhize and Nadine Buys, the same genuine guy and girl who feature in the 'Bring the Heat' TVC, this TV continues to reflect the authentic, real and natural personality of Hunters," concludes Hansen.

The TVC is lighting on all major stations nationwide and forms part of a through-the-line campaign including a TVC, radio, out-of-home billboards, digital media and trade executions.

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