

Brendan Hoffmann selects 'This is Your Time'

IDidTht's June SA Film Reel was judged by Brendan Hoffmann, group creative director at Publicis Machine, who selected Vodacom 'This Is Your Time' by Dan Mace at Egg Films for Best of Reel for Direction Craft.

"There are some ads that simply 'work' on paper and then there are some that live or die based on how well the director brings them to life," says Hoffmann, and this spot for Vodacom is the latter. "We've seen and heard this message before, a big corporate claiming to be one with the people, claiming their product will save the day. Sure..."

Except, this time he believes it. "I believe it because there is real honesty in the story and the way it is told. It feels less like an ad and more like a short journey side-by-side with this young South African. The spot is beautifully put together, it has energy, it has rage, it has hope and it even manages to slip in a laugh. The performances are authentic and it beautifully captures the texture and feeling of South African city life. There is a looseness to the shots and yet it is cut very precisely, using a myriad of clever film tricks and techniques that somehow never overpower the flow of the ad. Well done to Dan Mace and all involved, a piece to be really proud of!"

Special mentions for the month also went to:

- Telkom 'Fridge' by Anton Visser at Patriot – Direction Craft

- Cansa Testi-Monials 'Back To Normal' by Hylton Tannenbaum at Bioscope Films – Direction Craft
- Bobtail 'Journey' by Jason Fialkov at Egg Films – Direction Craft

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