

Doccie vs TVC

Performance, performance, performance.

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Scholars helped direct the series *Chasing the Sun* and produced FNB's *Greatness needs Grassroots* commercial in 2023. In one we ask the players questions. In the other we tell them what to do. For two rugby aficionados, which is more rewarding?

We've worked with the Springboks and other athletes in both documentary and commercial formats - and the difference is palpable. On one hand you're asking them to perform and on the other not to perform so as to achieve the authenticity and humanity you're seeking. Across both formats it all comes down to believability and in commercial formats you actually want them to be themselves as much as possible too.

When it comes to documentaries, such as *Chasing the Sun*, the biggest challenge is that players, often from a young age, have been groomed to act a certain way in commercial or public environments. And you need to find a way to strip that away. And that is not easy.

Especially when time is not on your side - and in both formats there's always pressure since these are some of the most high-profile athletes in the world and the agendas reflect that.

What do we love more? Well, as giant rugby fans, getting up close and personal with our heroes wins, so the answer is documentary.

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