

# Converse brings the female narrative to the fore

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In 2018, Converse in partnership with brand and communication agency, Joe Public, launched their 'All The Stories Are True' campaign. A series of long-format 90" films featuring trailblazing Kwaito group, Trompies, and well-known South African personality, J'Something, who shared their real-life 'Chuck' stories - based on the brand's most famous sneaker.



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In 2019 Converse then went on to bolster the creative concept for this year's campaign. To redefine the brand's conversation the concept includes women who add their voice and share their stories, bringing relevant and much-needed dialogue to the fore.

Approaching the creative execution in an honest and unique way, the concept did not prescribe script lines to the narrators but rather let them authentically share their stories, as they should. Using an intimate production crew, the team brought to life in typical Converse flair – rebellious and edgy narratives aimed at showcasing the women as they push boundaries, challenging stereotypes and perceptions through their work, passion and lives.

The latest stories feature Stacey-Lee May, a young motorsport enthusiast who is taking the car-spinning world by storm. Karabo Poppy, an award-winning illustrator, digital designer and street artist whose work is critically acclaimed locally and internationally. Zulaikha Patel, a young activist who is passionate about women's rights and Robyn Brophy, a talented performer and choreographer who has been at the forefront of the women's evolution in the world of dance.

"As a brand, we acknowledge the power in storytelling and the history that our brand has played in South African people's lives. We partnered with the very capable and talented crew at Joe Public who helped us pull this all together creating this platform where we were able to share truthful narratives about what makes South Africans truly unique under the banner of our campaign, All the Stories Are True," says Bradley Knowles, Group Marketing Executive, Skye Distribution.

The film is packaged as a fast-paced 60" which is flitting in cinema with a 45" cut-down for TV, while shorter versions that focused on the women's individual stories and journeys live online.

This year's real-life 'All The Stories Are True' aim to uplift and inspire women throughout South Africa so they too can share the extraordinary things they do and challenge the norm.

"As creative partners at Joe Public we have a responsibility to grow our clients' brands, but more importantly, we need to make sure that we deliver on a creative product that is relevant, important and critical to our country at large. These films and narratives aim to go beyond advertising as they shape perceptions and our world at large," said Xolisa Dyeshana,

Chief Creative Officer, Joe Public United.

## Credits

**Brand:** Converse SA

**Client:** Bradley Knowles, Lee-Anne Mckenzie

**Agency:** Joe Public United

**Group Chief Creative Officer:** Pepe Marais

**Managing Director:** Khuthala Gala-Holten

**Chief Creative Officer:** Xolisa Dyeshana

**Creative Director:** Claudi Potter

**Art Director:** Mphela Mamabolo and Katlego Baaitse

**Copywriter:** Galaletsang Kgoathe

**Strategy:** Katlego Dithokwe

**Account Management:** Andrew Wright and Koketso Kganyago

**Agency TV Producer:** Vanessa Borthwick

**Production Company:** Dolph

**Director:** Katlego Baaitse

**Director of Photography:** Diego Olivier

**Executive Producer:** Chad Goddard

**Lead Actresses:** Karabo Poppy, Stacey Lee May, Zulaikha Patel and Robyn Brophy.

**Stylist:** Matt Hazel and Lenny-Dee Doucha

**Post-production:** Dolph

**Editor:** Dolph

**Audio:** Sergio de Cruz, Dolph

**SFX:** Sergio de Cruz, Dolph

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