

BBDO Cape Town kicks off Dreamfields campaign

BBDO Cape Town has partnered with The Dreamfields Project, an initiative of well-known journalist and broadcaster, John Perlman, in its quest to improve soccer facilities and the game as a whole in and around South Africa. Launching an eye-catching advertising campaign, BBDO CT broke the rules and took soccer where it has never been before - to the golfing greens.



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Erecting a life size soccer pitch on Killarney golf course in Johannesburg from 29th September until the 5th October 2008 was BBDO's way of capturing the unifying characteristic of sport and using it to create awareness for those who are less fortunate when it comes to facilities and support. The fact that a whole soccer pitch can fit between the 10th hole and the clubhouse serves as a reminder of how fortunate so many of us are to have the opportunity to play the game we love on beautiful, well kept grounds.

"Being able to generate awareness in such a big way for a project with as much heart as it has action behind its words, is phenomenal," says BBDO's creative director, Ivan Johnson. "The Dreamfields Project is doing so much more than restoring soccer fields and kitting out teams, they are trying to level the playing fields by giving players from all communities a shot at fulfilling their dreams and in the process changing their lives forever."

The Dreamfields Project provides a forum for any individual or company to equip townships and rural schools across South Africa with resources to play and enjoy soccer. There are three levels of involvement ranging from DreamBags which supplies schools with a complete set of kit, to tournaments set up through DreamEvents and thirdly, the restoration of soccer fields so that young players can play on fields worthy of the beautiful game.

For more information about The Dreamfields Project, please visit: www.dreamfieldsproject.org.