

MetropolitanRepublic's 'The Driver' ad portrays warmth

Abomkhulu (grandfathers) fulfil many roles in the lives of grandchildren - including passing down knowledge, providing support and unconditional love to those around them...

They are always caring and warm, which are all the attributes captured by MetropolitanRepublic in the National Lottery TV commercial.

The National Lottery TV advert takes us through the journey of a grandfather who puts people's needs before his own. He is always ready to help anyone who asks and people are seen going to his home for assistance.

The generous hero in this commercial is seen using his bakkie to help drive members of the community from a nurse who is rushing to work; a woman in need of a ride home with her goat; to a lady going into labour who needs to be rushed to hospital.

The ultimate punchline is that he gave a few people a lift to the local retailer, where one of them bought a lotto ticket that won the big jackpot. This is when destiny rewards the hero in this commercial.

The key message in this advert is that doing good and helping others can have an enormous impact on how we view the value bring to our various communities. A grandfather in this video is seen helping his community from the goodness of his

heart without expecting anything in return.

This advert is a clear indication of *ubuntu*, in which “I am because you are.”

Agency and team credits

Ad title: The Driver

Country: South Africa

Client: Ithuba Holdings

Creative Agency: MetropolitanRepublic Integrated Communications

Account Manager: Nonhlanhla Shilabye

Executive Creative Director: Paul Warner

Creative Director: Dikei Maloka

Copywriter: Annette De Klerk and Dikei Maloka

Art Director: Juliet Honey and Tsepo Makate

Media planners: The MediaShop

Production Company: Star Films

Recording Studio: Audio Militia

Executive Producer: Adam Thal

Music: Mpoldol by Blick Bassy

Edit and final mix: Howard Audio

Final audio mix: Audio Militia

Agency Producer: Mun Ying De Lacy

Production: Grant Risseuw

Director: Tebza Malope

Director of Photography: Willie Nel

Production Art Director: Keenan McAdams

Editor: Kobus Loots

Post Production: Left Post Productions

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