

Ad industry pushes the boat out to salute the NSRI

Issued by [Ogilvy South Africa](#)

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The advertising industry has created a stirring tribute to the volunteers of the NSRI to mark the 50th anniversary of the organisation.

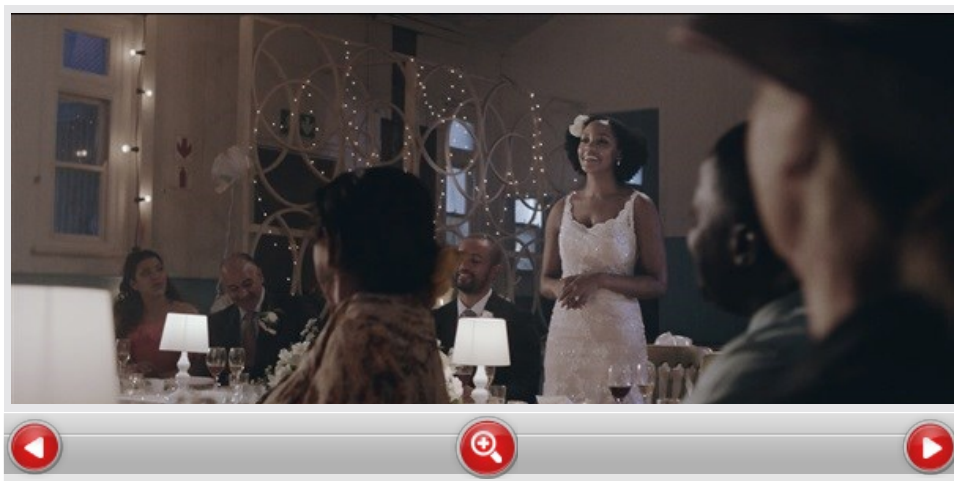


Conceptualised by Ogilvy Cape Town and directed by Greg Gray of Romance Films, a powerful new TVC demonstrates the family sacrifices NSRI volunteers make every time they respond, without hesitation, to emergency calls. It shows a bride delivering a wedding speech about her absent father as he heads out into a stormy Cape ocean on a rescue mission. The narrative is backed by the emotive soundtrack of Birdy's 'People Help the People'.

The NSRI has been an Ogilvy Cape Town pro bono client for many years and agency MD Luca Gallarelli is "proud of the film we've made but even prouder of the generosity of spirit shown by so many people across the industry who devoted their time and skill to the project for nothing".

He singles out Greg Gray of Romance Films, Ricky Boyd of Deliverance Post Productions, and Marc Algranti of Pulse Music, as "putting in above and beyond on this project" but says others donated props, lighting, vehicles, boats, casting services, specialized equipment and catering, among a multitude of things, as well as doing many hours of hard work.

Gallarelli says the hope is that the TVC will inspire more public donations, which are the financial lifeblood of the NSRI, but the primary purpose was to pay a proper tribute to the unsung heroes from the past 50 years. "These are amazing, selfless and brave people who give up parts of their lives to save the lives of others and it's really uplifting to see the way that key figures in our industry responded as they did to deliver this remarkable salute."



OGILVY TEAM

Luca Gallarelli - Managing Director
Pete Case – Chief Creative Officer
Tseliso Rangaka – Executive Creative Director
Nic Wittenberg - Associate Executive Creative Director
Mike Martin – Creative Director
Katie Mylrea – Art Director
Dale Winton – Copy Writer
Cathy Day – Head of Broadcast
Tammy Dent – Account Manager

ROMANCE TEAM:

Greg Gray - Director

Helena Woodfine – Executive Producer

Shannon McDougall – Production Manager

EDITING & POST PRODUCTION:

Ricky Boyd Deliverance / editor

Paula Raphael Deliverance / producer

Zeni Papu / post production support

David Oosthuizen / grade & online

Graham Merrill / WELOVEJAM / sound engineer / final mix

Music broker / Marc Algranti / Pulse Music NY

CASTING DIRECTOR:

Cheryl Battersby – The Batt House

TALENT:

Roxanne Kalie / Agent Pursch Artistes (Daughter)

Herschel Bennet / Agent Pursch Artistes (Father)

Evan Fredericks (Groom) / Agent Ozone

Dylan Powell (Bridesmaid) / Direct

Mark Collin Capes (Groom's Father) / Agent 39 Steps

Melody Ross (Bride's Mother) / Agent Martez Model Management

Veronica Daniels (Groom's Mother) / Celebrities Casting

Egan Vorster (Best Man) / Agent Candys

Wedding reception background extras : House of Fame and 39 Steps

TALENT AGENTS:

Pursch Artistes

Ozone

39 Steps

House of Fame

Martez Model Management

Candys

Celebrities

CREW:

Director of Photography: Paul Gilpin of Call a Crew

1st Art Director: Nick Lorentz of Radical

Cast Coordinator: Dylan Powell of Nautilus

CAMERA DEPARTMENT

Camera Operator Devin Toselli of KrewKut

Focus Puller A: Jason Musgrave of Radical

Focus Puller B: Willem Engelbrecht

Loader: Matthew Goosen
DIT OP: Eduardo De Veiga
V.T.O: Anthony English Nautilus

SOUND DEPARTMENT

Sound Mixer: Jonathan Chiles

GRIPS DEPARTMENT

Key Grip / Safety Officer: Robbie Fivaz of Nautilus
Best Boy Grip: Siphenathi Mbunje of Nautilus
Assistant Grip Code 10: Lyal Filiess of Nautilus
Grip Trainee: Jody of Nautilus
Remote head Technician: Keegan Horn of Rocksolid

LIGHTING DEPARTMENT

Gaffer: Simon Francis of Pulse
Best Boy: Leon Harris of Pulse
Spark: Christopher Clarke of Radical
Spark Code 10: Marcel Mutombo of Pulse
Generator Operator: Wellington Chawatama of Panalux

ART DEPARTMENT

Art Director: Chris Bass of Call a Crew
Props: Robyn Knox
Drivers: Levi Mayanba and Peter Hoffman

WARDROBE & MAKE-UP

Wardrobe Stylist: Sylvia Van Heerden of Radical
Wardrobe Assistant: Emma Gilpin
Make Up Artist: Annette Keet
Make Up & Hair: Assistant Caitlin Swart

PRODUCTION SUPPORT

PA: Ryan Truter of Pulse
PA: Alex Lee
Medic: Michael Du Plooy Medic 8
Cast Shuttle: Ebrahiema vd Schyff
Post Production: Deliverance

UNIT & LOCATION LOGISTICS

Gareth De Bruyn (Unit Manager)
Kalvin Bezuidenhout (Unit Assistant)
Justin Bezuidenhout (Unit Assistant)

EQUIPMENT & SUPPLIER SPONSORSHIP:

Camera & Grips Equipment: Panavision

Lighting Equipment: Panalux

Grips Equipment: Robbie Fivaz

DIT: Eduardo Da Veiga

Sound - Jonathan Chiles

Stablisled Head: Rocksolid Remotes

Unit Gear and On Set Radios: Gareth de Breuyn / Unit & Location Logistics

Transport: The Van Cartel

Sanitation: Sale's Hire

Catering: Hansen's

TRANSPORT DEPARTMENT:

The Van Cartel

Avo Orange

Tell Reid

Unit & Location Logistics

CREWING AGENTS:

Call A Crew JHB, KrewKut, Medic 8, Nautilus, Pulse, Radical Crew

MARINE SUPPORT: Frog Squad

Jimmy Fraser / Marine Coordinator

Skipper / Andre Jacques

ON SET CATERING: Hansen's Vikki & Joan

Catering team leader : Elliot Tsetsi

Catering driver : Gift Chapapa

Catering assistant : Shepi Gqwaru

Craft leader / driver : Stalin Ndlovu

Craftee : Augie Ntambwe

Craftee : Didier Ngombo

Craftee : Freddy Bagalwa

KEY ART DEPARTMENT / WARDROBE & LOCATION SPONSORS / CONTRIBUTORS:

Tint & Hue / Peter Hoffman / Wedding car

Wedding dress / Ilse Roux Bridal Shop

All additional wardrobe courtesy of Sylvia Van Heerden and Theatre & Film Costume Hire

Wedding Cake/ Crystal Tier Cakes

Wedding flowers / Mireille Huelin

Wedding reception supplies / Exquisite Hiring

Hardy Hall / Marsh Memorial / wedding reception location

021 Locations / Lisa Martin

SHOOT INSURANCE SPONSORSHIP

Estelle Giudici / CC&A Insurance Brokers

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