

Joe Public goes under the scene for Ocean Basket

Issued by [Joe Public](#)

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Ocean Basket, South Africa's leading seafood franchise, recently commissioned its advertising agency Joe Public to create a new congruent television and in-store campaign to take the brand forward.

Based on its strategy of being the sole provider of affordable, quality seafood to the market, Joe Public developed a brand new 'brand world' for Ocean Basket that allows for branded retail spots ("bretail") to be created within the very same context.

This new world is found entirely under the sea and stars a tropical fish named Doug and his friends Bernie the Salmon and Frank the Hake. New characters introduced to the series include a judgemental prawn and a bunch of Lebanese prawns who team up against Frank when he accidentally succumbs to cultural stereotyping. We'll also get to see Doug and Bernie sporting moustaches and commenting on the lack of ball skills displayed by the fish during their annual soccer championship.

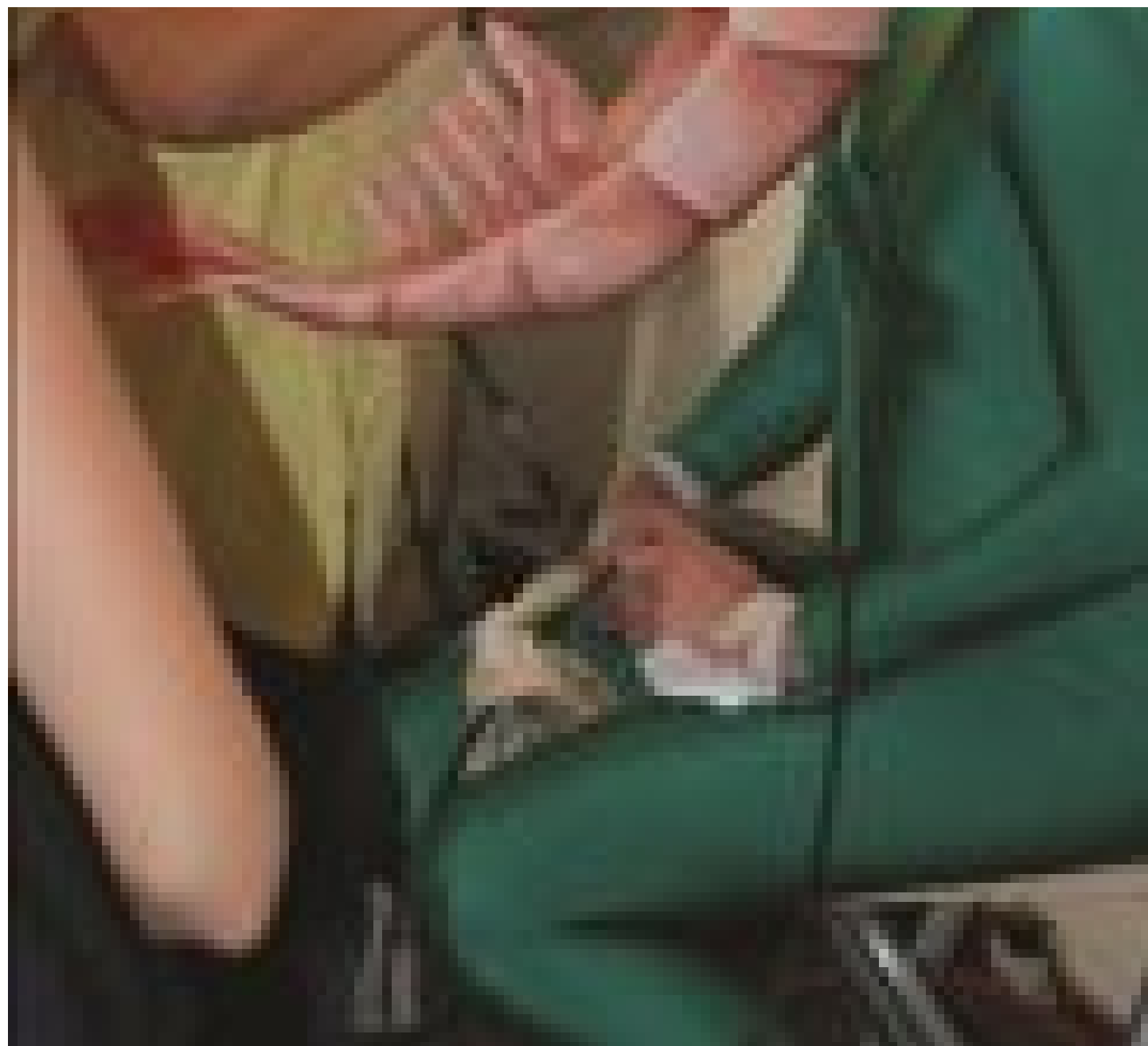


To create the characters, latex prosthetic fish bodies were attached to the heads of actors and shot against a green screen, allowing the final "talking fish" to be composed individually into their environment under the sea.

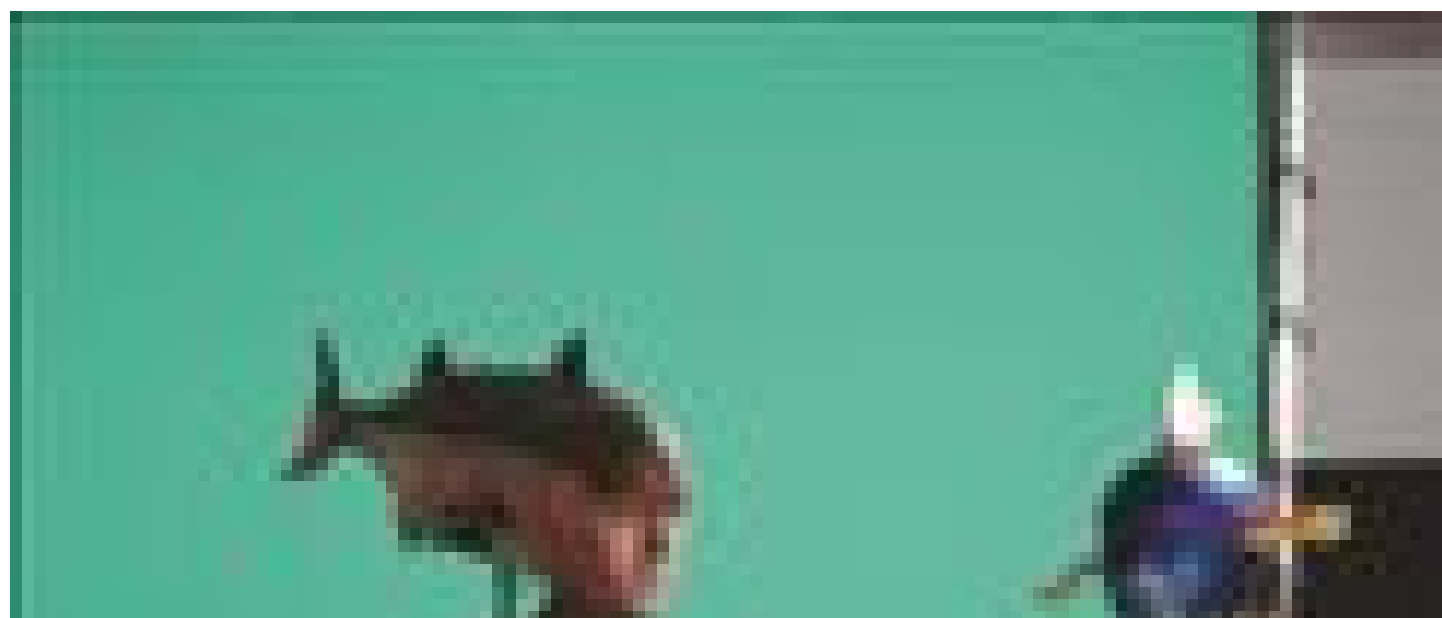
The ads are quirky and were produced on a small budget, displaying the franchise's key offering of great seafood at an even greater price. Joe Public's newest instalment for Ocean Basket airs from 25 March to 8 May on M-Net and DSTv.

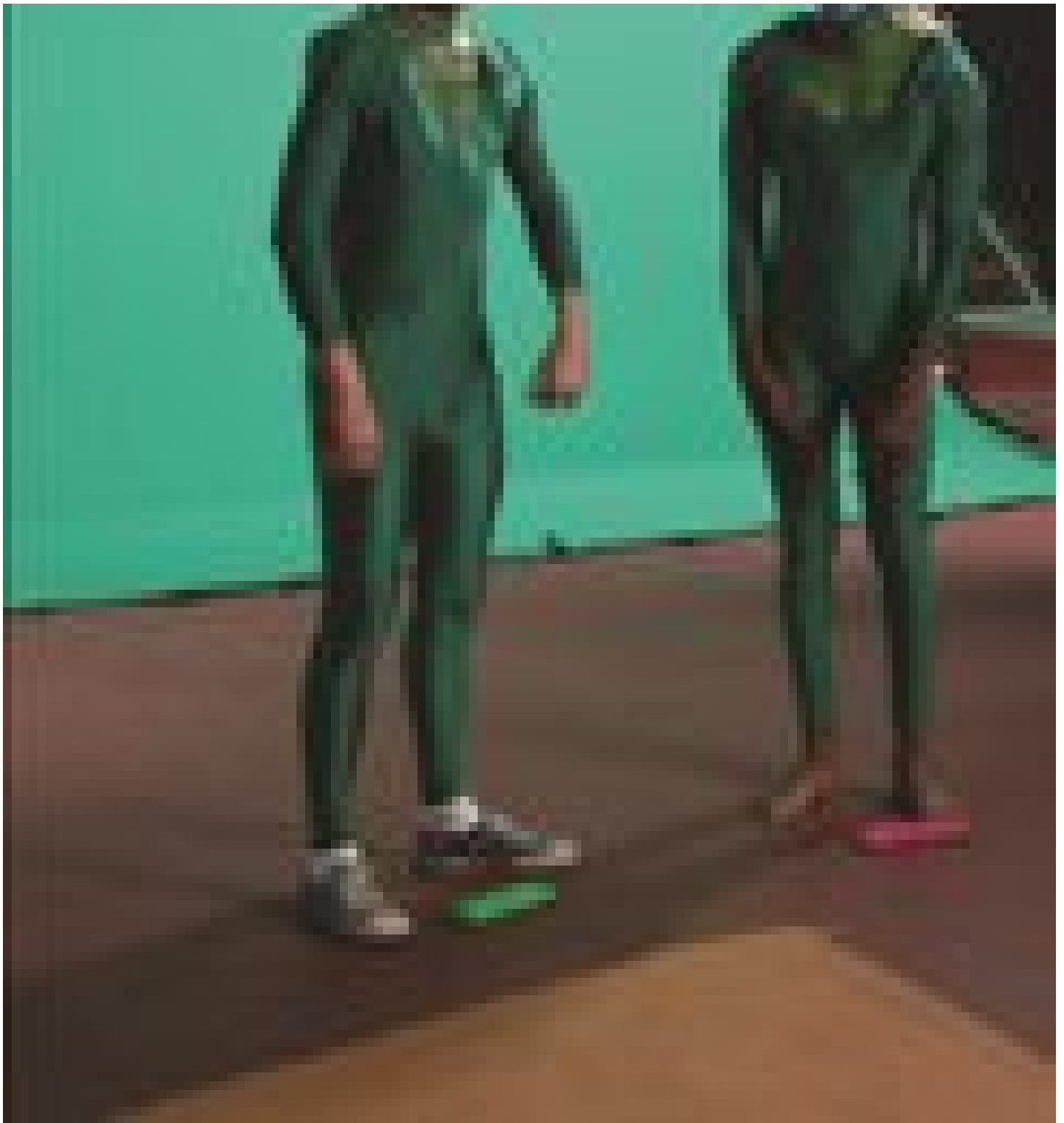
The creative team on the campaign is Pepe Marais (Executive Creative Director), Clint Bechus (Copywriter), Simon Keeling (Art Director) and Bronwyn James (Producer). The ad was directed by Rio Allen from Cab Films.











About Joe Public

Joe Public is an independently owned, Johannesburg-based advertising agency with a deep-rooted love for South Africa. We are an Agency for people, by people and it is this philosophy that inspires us to win the hearts and minds of the South African public in everything we do. Check us out at www.joepublic.co.za.

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Joe Public

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