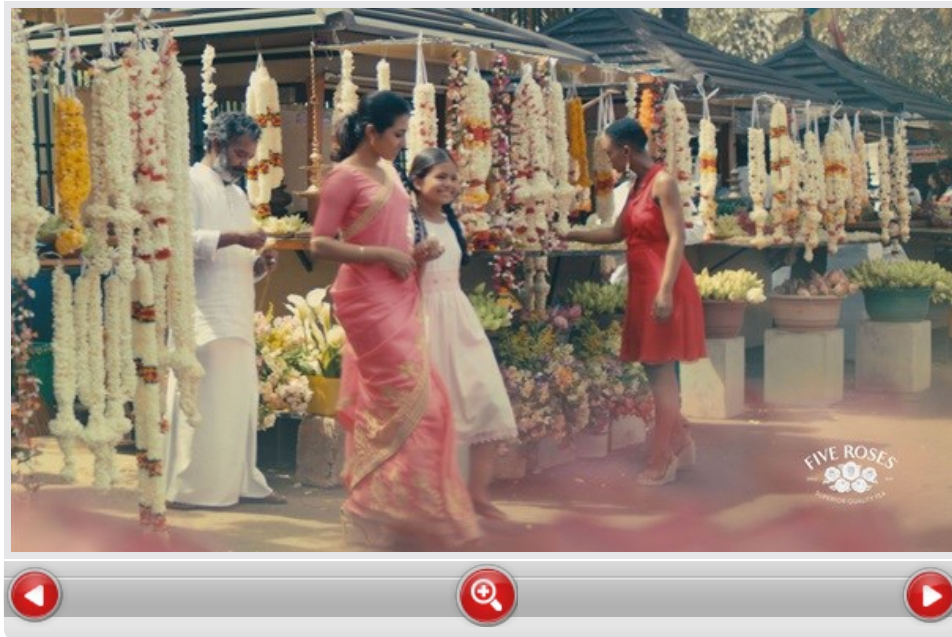


Five Roses goes on a journey to Sri Lanka with M&C Saatchi Abel

Issued by [M&C Saatchi Abel](#)

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Sri Lanka is the magnificent location of Five Roses' new ad, selected not only because of its historic contribution to tea culture (Five Roses' Ceylon Blend does, after all, begin in the tea fields of Sri Lanka - the home of Ceylon tea), but also because of the feeling of wonder and magic that is an intrinsic part of this destination.



“When Five Roses approached us to refresh one of South Africa’s best loved heritage brands, we wanted to pay tribute to its iconic status with a commercial that had a sense of scale – something epic,” explains Adam Weber, Partner & Executive Creative Director at M&C Saatchi Abel.

The ad achieves this by depicting the extraordinary panoramas of the Sri Lankan landscape, yet the inclusion of South African personality Nandi Madida ensures it maintains local appeal – important, because M&C Saatchi Abel wanted to craft a sophisticated, aspirational piece of communication to resonate with the South African market.

Nandi makes her first appearance in her beautiful apartment, where she is taking a moment to herself with a steaming cup of Five Roses Ceylon Blend. The smooth taste of the tea transports her on an inspiring journey to Sri Lanka, where she encounters the vibrant colours and friendly people of this exotic country – not to mention, its majestic tea fields. Nandi returns home refreshed and inspired by her ‘journey’ – all thanks to the perfect cup of tea.

The new Five Roses commercial was a year in the making, Weber informs. “The logistics of filming overseas are always challenging, but our talented and dedicated team (including production house First Pencil and director Justine Calverley) made it a seamless process. The result is a commercial which is a true reflection of Five Roses and what it means to truly savour a moment for yourself; an ad that we are incredibly proud of.” The commercial embodies the well-known fact that nobody makes better tea than you and Five Roses.

To view the TVC, click here: http://www.mcsaatchiabel.co.za/work/five_roses

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