

SA's Khune named Kiwi African ambassador

Itumeleng Khune, the South African football team's goalkeeper has been named the African ambassador for shoe polish brand, Kiwi. The Kiwi campaign, which also features 800m runner and world record holder, David Rudisha, as the East African ambassador, launched late last week.



The campaign, which includes two TV commercials shot in Johannesburg, seeks to showcase how heroes like Khune had to invest in themselves and 'polish' their own potential before they garnered success and shone on the world stage.

Campaign concept

Conceptualised by Ogilvy Cape Town and directed by Malo 8 of Frieze Films, the campaign is based on the premise that the act of polishing your shoes is an investment in your future and demonstrates a commitment to quality, to 'doing things the right way' and acknowledging one's own potential.

"Kiwi is one of South Africa's most loved and trusted brands. People grow up with it, it reflects their achievements, it's a proud partner in their journey through life," comments Ogilvy Cape Town executive creative director, Chris Gotz. "We had to find ambassadors who shared the same kind of journey, people who truly shone with Kiwi and in life, real life role models for the young people connecting with the Kiwi brand. We told the stories of their rise to glory, their true shining moments, in doing so we traced Khune and Rudisha's journey all the way back their original act of shining their shoes. It's the perfect creative device that lets us tell our heroes' life story and show how it connects powerfully to the Kiwi brand."

Kiwi brand values

"A Kiwi ambassador is not simply the face of the brand," notes Kiwi marketing director, Pumza Payi. "Ambassadors like Khune and Rudisha are living proof of our brand values, and that self-investment can reap rewards. Outside of the campaign, both ambassadors will also be involved in a number of social investment initiatives, which can really change communities. We've already got plans for both to get involved in our Shoe Aid for Africa programme, which has provided over 100 000 shoes to disadvantaged African children, and in our schools initiative, which builds classrooms and provides crucial learning materials for local youth."

The Khune commercial filmed in South Africa, Zambia and Tanzania, and the Rudisha commercial shows the East African territories. A retail and consumer promotion and further social initiatives will be launched early next year.

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