

Advertising adventure

One of Africa's greatest modern explorers, Kingsley Holgate's round-the-world adventure along the imaginary Capricorn line, has been captured in an emotive advertising campaign for Captain Morgan Black Label Jamaica Rum.

The 40 second advert created by Grey Worldwide shows the intrepid family - for whom the brand has been a genuine tipple of choice on all their adventures - on their incredible journey negotiating oceans, rivers and deserts.

The ad features the voice of a third party observer who tells how when he saw them he first thought them crazy, but then realized they were not crazy, but 'free'.

"Their spirits are free. And when you're free like that, you can see anything - even an imaginary line". The advert - which was first flighted this month - is the brands' first TV commercial in nearly four years. Carl Reinders, Marketing Manager for Captain Morgan said the ad re-created the emotional connection between the brand and its target audience.

"We used the real footage from the Capricorn expedition as it really embodies true spirit of adventure, which is the ethos of the Captain Morgan brand. It epitomises freedom, adventure, courage, family and excitement - which are all the things that make our brand adorers' passionate."

Captain Morgan itself has over 400 years of buccaneering history of adventure and freedom.

Kingsley, who travels with his wife Gill, and son Ross is currently involved on a number of expeditions throughout Africa including a journey in the footsteps of two little known black explorers, Chuma and Susi using an old 1873 map and the only written words as recorded from them by the London Missionary Society.

The expedition not only pays tribute to the missionary explorer Dr David Livingstone, but brings to attention the loyal and extremely brave role of unsung African heroes, without whom the final chapter of Livingstone's life would never have been told.

Holgate who has notched world firsts by circumnavigating the globe following the Tropic of Capricorn, has also crossed Africa from the Cape to Cairo via rivers and lakes and traveled from the mouth to the source of the mighty Zambezi.

Part of the African Symbolism on his trips is a Scroll of Peace and Goodwill and a symbolic African calabash which carries water from the beginning to the end of each expedition.

The advert will be flighted for the next 12 months between rugby games and on the adventure channels National Geographic, Discovery and Kyknet.

Editorial contact

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