

New TVC from Hunter's Chases the Heat

Hunter's has just released its latest TVC as part of its new 'Chase the Heat' campaign, which will unfold over the next couple of months. (video)

The commercial flighted for the first time at cinemas on Friday 2 November and sees its hero (played by Thapelo Mokoena) and his like-minded friends back in the desert chasing the sun to keep on experiencing the "ultimate refreshment on earth".

Hunter's global brand manager, David Smythe says the brand sets itself apart from other drinks brands by seeking out the heat instead of the cold. "The story is set in the desert not just for visual appeal but because it provides the torture test for refreshment.

"The previous campaign was successful and galvanized the brand's position as the world's second largest cider. Its performance also saw it take top honours for its effective creativity by scooping both Gold and the Grand Prix at the APEX Awards in 2012," says Ivan Johnson, executive creative director of creative agency 140 BBDO.

In the new commercial, although the magnificent 'Heat Chaser' designed by Egg Film's art director John Hankin and built by Alex Wheeler threatens to steal the show, it's the realness and 'not taking it too seriously' tone of the hero that reminds us that it's just about a refreshing drink. Bruno Bossi of Egg Films directed the spot.

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