

Production houses keep the flag flying

With many of the top agencies in the country actively driving the [Keep Flying the Flag](#) campaign, the TV production industry has responded by producing TV ads at their own cost to communicate the initiative. Bizcommunity.com takes a look [video].

whatwewant

"whatwewant 'wanted' to put out a call to action for all of South Africa to take part in an online campaign," said creative director, Damian Armstrong. "The idea was to get loads of South Africans to submit their own messages of support and optimism online, simply by holding up pieces of paper to their webcam or designing something and uploading it.

"To do this, we shot a whole lot of artists - who gave of their time and talents for free (and spent a day freezing to death at Soccer City to execute their work!) - illustrating words from the copy at Soccer City and then gave a call-to-action at the end: What if you left a message? Visit www.keepflying.co.za.

"We are hugely indebted to these artists - Alice Walsh, Anthony Maris, Brent Swart, Arline Stoffberg, Danny Romano, Gerhard van Wyk, Hannah Hughes, Joanna Peters, Richard Becker and Ross Drakes - as well as the talented crew who donated their time and expertise to the shoot, and Soccer City which didn't charge for the venue."

Executive Producer: Erik de Jager

Director: Damian Armstrong

Producer: Leo Smit

Co Producer: Tami Lane

Production Manager: Leyla Baleson

Camera: Rob Malpage

Additional equipment: Glow Hire

Editor: Ryan Lane

Final mix: InJozi

Music composition: Fabian Sing

Voice-over artists: Bonita G, Chilu Lembe, Sofie Chambaku, Carol Ralefeta

Artists: Alice Walsh, Anthony Maris, Brent Swart, Arline Stoffberg, Danny Romano, Gerhard van Wyk, Hannah Hughes, Joanna Peters, Richard Becker and Ross Drakes



Wake Up from Terraplane

Draftfcb put out a brief for commercials which would help alleviate the 2010 FIFA World Cup hangover and keep people optimistic.

"We tried to be as direct and simple as we could with this piece, focusing on the morning routine of a man who doesn't want to let go of his high spirits but still has to get on with his life. This job was completed in one weekend with a small but talented crew, a handful of sweaty money and numerous favours from within our very helpful industry. Keep flying!"

Production house: Terraplane

Director: Adam and Phil

DOP: Clive Sacke

Assistant grip: Charles Hunter Ryder

Actor: Thabo Kunutu

Audio: Cut and Paste with Sean Jefferis

Producer: Stephan Campher

Beatroute

A lot of the flags flown during the 2010 FIFA World Cup will probably end up in a land fill. The 'patchwork' flag TVC was inspired by an idea for a community project where flags are recycled and put to good use - cut up and sown together to make a gigantic flag, to be auctioned off with the proceeds going to charity. The crew and cast all gave of their time to film the TVC on Mandela Day, with the intention of nation building.

Production Company: BeatRoute
Director/Editor: Andrew Cleland
Producer: Dave Kaminer
DOP: Carlos Carvalho
Gaffer: Rob Andrews
Spark: Royal Mudau
Camera Equipment: Nates Audio Visual
Concept: Simon Bannister
Seamstress: Michelle Reimer & Co
Audio: Paul Schaffer @ Earworm
Grade: Alex May @ The Refinery

Fresh Eye

Brennan Lewis and Warren Howsen describe their commercial as follows: "The motivation for our concept was to capture the pride within South Africans. One question was asked to many people 'How does make you feel to be a South African?'

"In doing, so we were able to capture the raw emotion and pride on people's faces as they attempted to answer the question. For us we envisaged the South African flag as not just a tangible symbol of our country but something that resides in all our hearts. So our message is not to just keep flying your flags on your walls or on your cars but as proud patriotic South Africans we should fly our flags high within our hearts too."

The post production was handled by Kaylee at Orchestra Blue Post Productions.

Stadium from Fresh Eye Films

Jonathan Parkinson was so moved by the challenge that he thought that he would create not only one ad, but at least two commercials. This was shot at Soccer City.

"We would like to say a special thanks to everyone that was integral to this project. People who all did it out of love and passion for South Africa.

"We are, as always indebted to Orchestra Blue who went the extra mile, with a smile and the excitement we shared. Panavision were kind enough to loan us the 16mm camera. Gaelene at G-Stop, also bought into the project and not only found a fabulous cast member, but convinced her to do it for the love of the idea, and with no remuneration." says Ashley Kadish.

Director: Jonathan Parkinson

Producer: Ashley Kadish/Brian Critchfield

Manager: Daryl Burley

DOP: Lars Cox

Focus loader: Macaire Cox

Casting: Gaelene at G-STOP

Cast: Phyllis Memgezeleli

Camera equipment: Panavision

Post production: Graham Smith Orchestra Blue Post Productions.

Electric Fence from Fresh Eye Films

Parkinson shot the "Electric Fence" ad on his mini DV cam, and it was post produced at Orchestra Blue and edited by Graham Smith.

Director: Jonathan Parkinson

Producer: Ashley Kadish

Production manager: Tyler Vincent

Assistant: Charles Moloko

Cast: Daryl Burley and Beaver

Post production: Graham Smith and Orchestra Blue Post Production

'Umshini Ondizayo' Flying Machine from Air Films/UHU

Together with Sven Uhlig from Studio UHU, Marge Hughes and Matthys Boshoff of Air Films brainstormed the Drafftcb brief in a whirlwind.

"We had many ideas and finally settled on one. The script spoke constantly of 'Us' and 'We'. We, therefore, decided to tell the story through the eyes and experience of one man, because in essence we are one. Our fascination with bicycles prompted us to look for ways that people have been flying their flags and to reinvent those applications in the context of a bicycle.

"We decided to start the story of one person and his two-wheeled companion with a sense of desolation and desperation of the old era and to show that how he, together with his bicycle, transform into symbols of freedom. We wanted the PSA to ring true and therefore decided to use a real person in a context that is true to his own life. The hunt for the perfect character with the perfect bicycle was on.

"We found Alfred Tshibalanganda, aged 83, and his character-filled bicycle in Soweto. Alfred has been collecting and delivering laundry for the past 50 years with the same bicycle. Both have survived, can remember and communicate the stories of the eras of South Africa's history before and post democracy," says Hughes.

The team decided to film in locations that are loaded with significance and also carry the tensions of the past, present and future. Even though the locations are never revealed in full, Constitution Hill and the Nelson Mandela Bridge proved to be both significant and pertinent.

"We are grateful to all who helped make this possible - for your skill, kindness and generosity."

Concept: Matthys Boshoff & Sven Uhlig

Casting/locations & sourcing of bicycle: Matthys Boshoff and Cyprian Ntebele

Director: Matthys Boshoff

Producer: Marge Hughes

Art director: Krysia Teo

Wardrobe: Mel Finch

Sign writer: Liana Muller

DOP: Greg Heimann

Focus: Martin Mantje

Location permits: Buzzy Wilson

Catering: Mark Bergkamp

Equipment: Greg Heimann and Nates Video

Editor: Jason Basson - Orchestra blue Post Production

Music: African Noise Foundation, Milestone Studios, Cape Town

On camera Artist: Alfred "my bicycle is my doctor" Tshibalanganda

Rooftop from Spaghetti Media

"We seized the opportunity to contribute a piece to this campaign. In keeping with the spirit of enthusiasm and solidarity, we used new technology and streamlined production to achieve a quick turnaround. This allowed us to concentrate on the creative ideas and collaboration of everyone involved. The use of a DSLR consumer camera like the Canon 7D offered the freedom and immediacy to improvise and execute our concept easily, beautifully and at an affordable price point," say Spaghetti Media producer Andrew Lester.

"Our concept was a simple and clear interpretation of the provided 'Keep Flying' copy. Voiced by our lead, Kuhle Nkosi, it spoke directly to the viewer, awakening the conscience. The humanity of a shared ideal and the sense of overcoming was accentuated by the considered framing of the Johannesburg/Hillbrow skyline and the contemplative effect of minimalist musical composition."

Producer: Andrew Lester

Assistant producer: Kirsty Harrison, Kirsty Paul

Director: James Adey

Camera operator: Bernin Isaacs

Gaffer: Reuben (Cooper) Masondo

Stylist: Jannie van Staden

Hair and make-up: Ashira Radhakisson

Actor: Kuhle Nkosi

Visual effects: Justin Wingate

Editing: Pieter de Wet, Ryan Paul

Sound design and composition: Pieter de Wet

Ola! Films

Comments director Ola! Films Amy Allais: "As a nation we made it happen. So it's a really inspiring thought that as a nation, we have the power to decide it's not over, and it won't be over. The guests may have gone, but the party's still on!

"I had just seen this awesome show directed by Brett Bailey called The House of the Holy Afro when Drafftcb approached us with the Keep Flying concept. The show was filled with so much stuff I love about this country: sheer talent, demented energy, irreverence, colourful imagery. And it's been touring the world for six years and only just came here.

"This really resonated with me: we put on this great show for overseas audiences because they appreciate it, and it's only when we see ourselves through their eyes that we appreciate ourselves. The story structure is simple: the show's over, it's the curtain call, the cast is getting undressed. Then they get inspired and do the show for themselves in the dressing room. Everyone just mucked in and did it for the gees, so thank you!"

Director: Amy Allais

Producer: Brenda Wilson

Concept: Cobus van Staden & Amy Allais

DOP: James Adey

Cast: Odidi Mfenyana, Themba Kubheka, Brinsley Motsepa, Xoliswa Tom, Sindisiwe Khumalo

Choreographer: Natalie Fisher

Production manager: Shandy Venter

Focus loader: Lunga Xada

Sound: Tony Honeybun

Key grip: PJ Steyl

Best boy grip: Siza Khawula

Gaffer: Malcolm Stone

Best boy: Maliyakhe Radebe

Best boy: WP Haak

Production assistant: Londi Khambule

Catering: Mark Bergkamp

Stage manager: Justin Green

Editor: Jason Basson

Special thanks: Dokter and Misses, Media Film Services, The Film Lab, Pudding, Orchestra Blue Post Production

Luma TVC1

"Keep Flying Kids" by Luma Animation - TVC2

Luma Animation's director Paul Meyer co-directed this "Keep Flying Kids" spot with DOP Chris Vermaak. Luma paid for the mic/boom etc as well as buying additional flags and snacks/juices for the kids, otherwise everyone involved did everything for mahala.

"We organised it in two days, the kids all volunteered through the friends/family network, we shot it in 2.5 hours on Friday afternoon on Vermaak's Sony 450 in 16/9 progressive with available light and two reflector boards. I edited it on the weekend with my wife Sonja's moral support and help in selecting shots. Paul Shafer of Earworm donated an original music track he made for a pitch which was never used, he finished mixing it on the Monday while I was grading and adding titles nadsupplied logo. By Tuesday it was done, delivered, uploaded to stations and the world!

"My big idea was ... what can I organise? Kids! And who better to deliver this message anyway?"

"This was done in the spirit of doing something cool for the people of South Africa, and every person who helped make it happen deserves a huge thank you. I want to thank everyone from the moms who pitched up with kids, every young person who signed an artist release form and put their face or their voice on this film. Our wives who organised our friends and contacts, the school and caretaker who let us use the toilets, everyone who brought a flag or a vuvuzela.

"Thanks also to the two guys holding reflectors for the first time, and likewise our mic/boom operator. Thanks to Luma for donating my time, some facilities and a bit of cash, Earworm for the music and the audio, and the Refinery for doing the station material, and a big thanks to Draftfcb Johannesburg who called us in and asked us to go and make some cool free stuff for this campaign. And well done to Grant Jacobsen who's inspired everyone involved to give of themselves for the

benefit of everyone else.

"This was one of those amazing projects where nothing went wrong, everyone had fun and anyone who sees the ad is inspired. A rare thing indeed! We are privileged.

Director: Paul Meyer

Co-director: Chris Vermaak

Luma producer: Nono Mofokeng

Mom producers: Sonja Meyer, Karen Taylor-Vermaak

DOP & camera: Chris Vermaak

Reflector 1: Craig Goodwill

Reflector 2: Dustin Malema

Sound/mic/boom: Thulani Sibeko

Cast: Rachel Peke, Matthew Peke, Lerato Mafokeng, Alexander Brady, Sarah Brady, Katherine Brady, Paige Westwood Brady, Kerry Brady, Matthew Rabe, Isabella da Silva Alfonso, Daniela da Silva Alfonso, Lourenco da Silva Alfonso, Jennifer Vingerling, Cameron Ann Ladner, Caitlin Pam Ladner, Zenzi Schirge, Dudu Moyo, Michael Armstrong, Abigail Armstrong, Sharon Nakana, Taitus Nakana, Kgotsa Nakana, Khanyisa Baloyi, Hlamalani Baloyi, Tsakani Baloyi, Thato Tswaeli Zeka, Mia Meyer, Micah Meyer, Dustin Malema

Cinergy

Cinergy's TVC is a candid interview with a real South African who muses on what the end of the world cup will mean for our country. Then, as he wonders what would happen if we all did one small thing to remember how we were united behind our flag, we get a glimpse of the unique effort he has gone to.

With just over a week from brief to filming, producers David Elton and Darren Gordon organised a thorough casting in Cape Town through Streetwize and a complex art department rig, not to mention one of South Africa's most famous and unexpected landmarks - to deliver the message that every one of us can keep the flag flying in our own way.

Said director Jonathan Cohen: "With all the hype and expectation that the advertising industry has built up around the world cup, it seems only fair that we play some part in maintaining the positivity and unity - rather than allowing the wave of enthusiasm that has swept our country to fizzle out into a distant memory. Strange as it may seem, there were genuinely visible changes in the way South Africans dealt with one another over the past month. So we felt it would be a real shame to watch it fade away like another marketing campaign that has outlived its media burst."

Writer/editor/director: Jonathan Cohen

Producers: Darren Gordon/ David Elton

DOP: Rob Wilson

Art director: Russell Kellerman

Post production: The Refinery
Audio: Produce Sound
Music: David Campos
Equipment sponsored by: Panalux & Panavision Cape Town
Casting: Streetwise

Daydream from Bouffant/Fringe Films

"A collection of portraits intercut with cutaways of sculptures specifically created for the 2010 World Cup. Together, the individual portraits represent our nation's collective portrait. None of the portraits were staged. Individuals were asked to just be themselves in front of camera. Each personality had the freedom to laugh, smile, dance, shout or just be. This was done to let each individual's authenticity shine through. After thoughts: it takes all the colours to make a rainbow nation - in celebrating our diversity we are unified," explains Frans Borman

Cinematography: Frans Borman Bouffant/ Fringe Films Jhb
Director: Frans Borman Bouffant/ Fringe Films Jhb
Editing: Frans Borman Bouffant/ Fringe Films Jhb
Art director/stylist for the designer wardrobe section: Bruno Mungofa, Studio 5 Design School, Rosebank Jhb
Producers:Lorraine Smit & Nokuthula Mnyandu Bouffant/ Fringe Films
Post production company: Blade Jhb
Producer: Dries Uys, Blade Jhb
Colourist: Nicholas Apostoli, Blade Jhb
Flame operator: Paul Marangos, Blade Jhb

Music & sound composition

Track: "Groot Stêre".
Author/composer: Les Javan.
Publisher: Les Javan Publishing.
Record company: Rhythm Records.
Voice-over: Nicole Biondi
Voice-over studio: Stephen Webster, The Workroom
Final mixing of audio: Darren, Frequency

Bomb

"The Bomb team thought this was a fantastic initiative, and jumped at the opportunity to be involved. After careful consideration and a thorough brainstorm, we came up with a concept seen through the eyes of an 11-year-old boy. He awakens the morning, after the world cup has ended, as he is taking his flag down and about to pack it away, he suddenly thinks of a new plan. Our Hero encourages all people from all walks of life to join him on his journey to keep the flag flying higher for 30 days longer," says Marc Harrison.

Producers: Gavin Joubert/ Marc Harrison

Director: Thabang Moleya

DOP: Werner Maritz

Art director: Dimitri Repanis

Stylist: Trudi Barklem

'Keep Wagging the Flag' says canine celebrity, Toyota SA's Buddy

K'Naan supports Keep Flying

Suburban/Sweet Spot TVC1 - Keep Flying

Parrot

Production Co: Sweet Spot Content

Exec Producer: Linda Notelovitz

Director: Miles Goodall

Producer: Yoli Mes

Post: Paul @ DeepEnd & Ben @ Refinery

Suburban/Sweet Spot TVC2 - Keep Flying

5Sec BALLOON

Credits:

Production Co: Sweet Spot Content

Exec Producer: Linda Notelovitz

Director: Miles Goodall

Post: Greg @ Flic

Suburban/Sweet Spot TVC3 - Keep Flying

Credits:

Production Company: Sweet Spot Content

Exec Producer: Linda Notelovitz

Director & Post: Nadezna Radcore & Liam McAlpine

Voice Recording: Brett @ Ear Candy

Keep Flying song

For more

- Zoopy.com: [Keep Flying](#)

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For more, visit: <https://www.bizcommunity.com>