

# FNB Springboks Rugby World Cup campaign - TVC 3

"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does," Nelson Mandela. Nothing could be truer for South Africa, and with this in mind FNB, proud partner of the Springboks, looked to 'the make it mean something company' Grid Worldwide, to bring to life their platform of help for the Springboks ahead of Japan 2019.

**Client: FNB – Sponsorship**

**Campaign Title: #WordsOfGreatness**

**Agency: Grid Worldwide**

**CEO: Adam Byars**

**CCO: Nathan Reddy**

ECD: Clinton Bridgeford

CD / Writer: Lauren Shewitz

CD: Chris Charoux

Art Director: Schalk Theron

Group Account Director: Jessica Wilkins

Senior Account Manager: Rush Bhana

Account Manager: Jarryd Buchalter

Agency Producer: Liesl Lategan

Production company: Spitfire Films

Director: Ed Van Blerk

DOP: Terence Maritz

Production House Producer: Baleseng Makola

Editors: Ryan Norwood Young & Gareth James

Post-production facility: Aces Up & Ludus

Music/ Sound design: Paul Geddes at Madhaus