

***Everything Comes Around*, Allan Gray's new commercial**

The latest in Allan Gray's catalogue of ads, *Everything Comes Around* is a black and white film that portrays the life of a jazz musician from the late 40s whose commitment to his craft is unwavering, even as musical trends come and go.



Image supplied. The latest in Allan Gray's catalogue of ads, *Everything comes around*

His patience is rewarded with a triumphant comeback.

As with Allan Gray's previous ads, the film tells the story of time through a human lens and lands the message that investing takes time – something that Allan Gray has consistently reinforced over its 50-year history.

Zwelethu Nkosi, head of marketing at Allan Gray says, “*Everything Comes Around* was specifically conceptualised to commemorate Allan Gray's 50 years of investing”.

The power of stories

She says it is a continuation of the brand story they have told since they started their advertising journey.

“We continue to use advertising to communicate our investment philosophy, beliefs and approach by telling human stories that make investing accessible, relatable and inclusive.

“As a brand, we believe in the power of stories to capture the minds and imaginations of audiences.”

An eye on the future

Accenture Song executive creative director, Graeme Jenner says *Everything comes around* deliberately leans towards the future.

“It was important, especially on Allan Gray’s 50th anniversary, for the brand not to just look back at its milestones, but to keep an eye on the future and all the potential that’s yet to be realised.”

Not matching luggage

It is a fully integrated campaign, but it’s not ‘matching luggage’.

The theme of ‘time being the greatest gift of all’ is what holds the campaign together across radio, magazines, newspapers, out-of-home, digital and social media.

While both the client and agency were keen on local talent, Jenner shares that casting was not limited to South Africa.

Happily, when director Sam Coleman from Patriot Films presented his preferred cast, the selected lead, Aubrey Mogale, was from Johannesburg.



#OrchidsandOnions: Timeless wisdom in Allan Gray's 50th anniversary ad

Brendan Seery 23 Nov 2023



Ads set out to give goosebumps

Instead of a busy musical score, a sparse piano and vocal piece by local artist Muzi was used to create a mournful but simultaneously hopeful soundtrack to our man’s journey.

Jenner says, “All the best Allan Gray ads set out to give goosebumps, and that’s deliberate; a piece of communication that resonates with you emotionally is always going to be more memorable and create an affinity to the brand.”

“Allan Gray's stories are about time and always pull at the heartstrings because time is the one thing that none of us can get more of. So, it's deeply personal to every single one of us.”

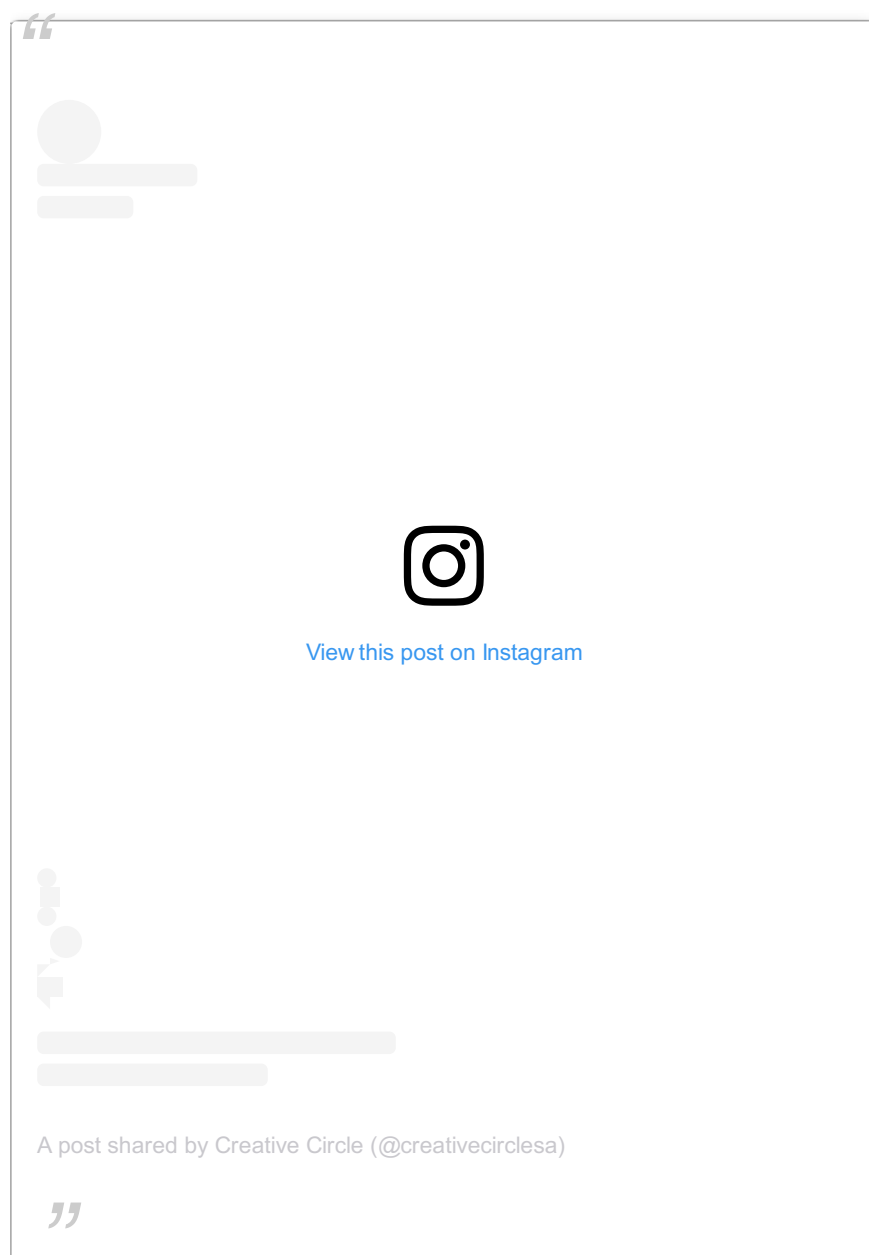
He continues, “A production of this scale requires a shared vision – trust, open dialogue and collaboration between the agency, client and production house. You need to all be pulling in the same direction to get it over the line.”

Nkosi adds to this. “When investing, whether as an investment manager or client, one needs commitment, skill and patience. These are the qualities displayed by the lead character.

“Most importantly, one also needs time.

“This film reinforces our core belief in the value of time. It can be incredibly difficult to stay the course when the markets test you and investment trends come and go, but over the last five decades we have learnt how essential and rewarding conviction and perseverance are when it comes to building long-term wealth.”

The ad was filmed in Cape Town but set in New York.



TVC Credits

Client

Brand representative (Client): Zwelethu Nkosi, Allan Gray - head of marketing

Agency

Agency: Accenture Song

Agency chief creative officer: Matt Ross

Agency executive creative director: Graeme Jenner

Agency creative director: Harry Mackenzie

Agency managing director: Lesego Kotane

Agency account management: Sheri Goldberg (Business Unit Director), Robyn-Lee Patience (Account Director)

Agency art director: Nethaam Abrahams (Creative Group Head)

Agency writer: Graeme Jenner (Executive Creative Director), Harry Mackenzie (Creative Director), Mncedi Kunene (Creative Group Head)

Agency head of integrated producers: Riska Emeran

Production company

Film production company: Patriot Films

Film director: Sam Coleman

Film executive producer: Zayd Halim

Film producer: Boris Vossgetter

Film line producer: Lauren Dugmore

Film production manager: James Savage

Film production coordinator: Monica Anne

Film talent coordinator: Tammith Hattingh

Crew

Film DOP: Rory O'Grady

Film 1st AD: Tony Tex

Film 2nd AD: Jaco Nel

Film trinity operator: Jo Oosthuizen

Film focus puller: Jason Musgrave

Film loader: Ruth Armstrong

Film B cam operator: Josh Marais

Film DIT / VT: Rusty Ruthven

Film gaffer: Nick Rankin

Film best boy lights: Quintin Pretorius

Film production designer: Mike Berg

Film set decorator: Este Kira Opperman

Film prop master: John Trafford

Film construction: Marc Bussack

Film scenic artist: Meridian Berndt

Film carpenter: William Scarborough

Film costume designer: Elton Campbell

Film H&MU & prosthetics: Clinton Smith (Cosmesis)

Film wig specialist & prosthetics: Dalene Badenhorst

Film hair & make up: Juanette Visser & Tash Du Toit

Film action vehicles coordinator: Andri van Niekerk

Film BTS photographer: Jonathan Kope

Post production

Post-production company: Priest Post Production

Post-production editor: Matthew Swanepoel

Post-production producers: Michelle Duvenage & Cal Kingwill

VFX post production

Post-production company: The Refinery

Post-production company supervisors: Rory Mark & Eddie Addinall

Post-production company visual effects producer: Simone Fanti

Post-production company 3D artists: Petrus Louw, Alex Hall & Ashley Hall

Post-production company visual effect artists: Edward Addinall, Tlou Mathapo, Douw van Niekerk, Daniel de Jager, Dries du Preez

Post-production company colourist: Kyle Stroebel

Post-production company colour assist: Abdul-Ghakeem Samaai

Post-production company producer: Nthabiseng Dlamini

Music

Track Sondela Forever by Muzi

Trumpet instructors: Niel Engel & Lee Thompson

Talent

Lead: Aubrey Mogale

Media

Media agency: PHD

Media planner/strategist: Bonnie du Plessis

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