

New adidas advert features Buccaneers

New adidas advertising reveals the Orlando Pirates 2014/15 home jersey by featuring the players in pre-season training in and around their home ground, Orlando Stadium in Soweto. (video)

Ivan Johnson, ECD at 140 BBDO says that the piece began as a simple 'mantra' spelling out what it takes to be a Buccaneer. "We wrote the mantra focusing on several key ingredients that we believe constitutes a sea robber, the first of which is the incredible legacy that surrounds the Bucs."

The advertisement opens to the wording 'It's not just a club, it's my club. A season does not define my club, its history does.' At that point, the camera pans to include the well-known Orlando Towers in the background. "It's no secret that Pirates fans, known collectively as the Ghost, are passionate about their team. We're pleased that this piece is able to tap into that sentiment and acknowledge the rich history of past achievements, gifted players and generations of fans," says Bradley Stern, Senior Brand Marketing Manager for adidas. "It's a collective that the company is proud to be associated with."

Location was critical

Johnson says that the location of the advertisement was of critical importance. Set and shot on location in Soweto, the piece features several popular landmarks and shows the players in their own environment. "I believe that this adds an authenticity to the message," says Johnson, "something which is often lacking in this space." In addition, the use of both Zulu and English throughout ensures that the advertisement appeals to several audiences.

The new home and away kit is now available at adidas Performance stores and many sports retailers countrywide at the recommended retail price of R699.

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