

# New TVC for All Gold range

TBWA\Hunt Lascaris has created a new TVC and online ad for All Gold, as part of the brand's revamped packaging.



Picture: [AllGold.co.za](http://AllGold.co.za)

The commercial features animated characters harvesting, cleaning and cramming fruit in All Gold World, a magical place where farmers live and work in orchards, producing some of South Africa's best-loved products.

Peter Khoury, chief creative officer of Hunt Lascaris, says because it is a proudly South African product, All Gold World had to be authentically South African in its aesthetic and narrative. "The brand has a long, rich heritage as one of South Africa's most loved brands. We have all grown up with the tomato sauce and its iconic bottle crammed with tomatoes, as well as the accompanying memorable advertising campaigns."

"Our latest integrated campaign pays homage to the memory structures of our previous campaigns, while repositioning the brand in a bold, contemporary and relevant way."

The revamped packaging for the various product offerings harnesses the brand's iconic Golden Crest of the All Gold tomato sauce bottle and makes it the defining visual thread throughout the range.

Tiger Brands groceries category marketing manager, Jenny Wise, believes the campaign will create the same love affair with the new generation as the previous campaigns did. "This is because it is true to the brand's product truth – All Gold always has been, and always will be, crammed full of goodness. This is why it tastes real good, like good food should."

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