

# 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.

<sup>&</sup>quot;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.



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## 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."

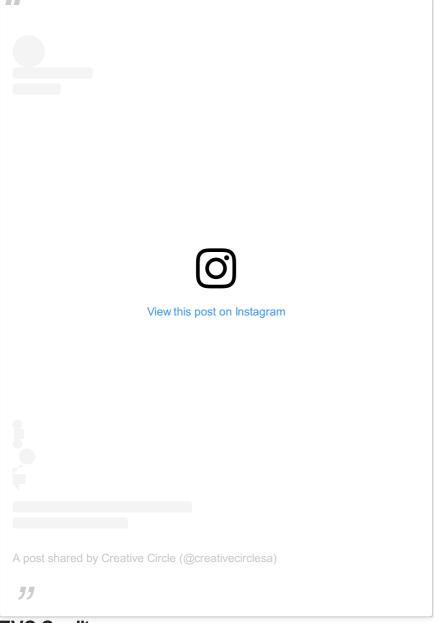
He continues, "A production of this scale requires a shared vision – trust, open dialogue and collaboration between the agency, client and production house. You need to all be pulling in the same direction to get it over the line."

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 Vossgatter
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