

# Boundless tells the story of local SAB Corona's lime farm's true innovation

Issued by [Boundless](#)

12 Feb 2024

Boundless - The Unlimited Agency tells the story of the SAB Corona Moletele Lime Farm, with its CCO, Roanna Williams.



Source: Drink Stuff SA [Drink Stuff SA](#) Boundless - The Unlimited Agency tells the story of the SAB Corona Moletele Lime Farm, with its CCO, Roanna Williams

The agency posted on [LinkedIn](#) saying “A huge honour to have been entrusted to tell this SAB Corona Moletele story.”

It describes the story as “meaningful, sustainable, life-changing, authentic, real impact, innovative, collaborative”.

As it explains while South Africa and China grow limes for the Corona brand, the South African farm overcame a massive agri-challenge so that it could harvest limes all year round instead of only once a year.

“A true innovation. It is affecting lives, impacting the community, empowering women, creating jobs, upskilling farmers, and

contributing to the SA economy. If only all brands could do this, oh what a world this would be,” says the agency.



RETAIL

## SAB and Moletele Community bears fruit in lime farming partnership

29 Jan 2024



### Credit list

#### Brand: Corona

- Client: The South African Breweries
- VP marketing SAB: Vaughan Croeser
- Brand director corporate affairs: Marsha Kumire
- Head of brand: Melanie Nicholson
- Corona marketing assistant: Slindile Ngubo

#### Agency: Boundless - The Unlimited Agency

- CCO / Creative Lead Boundless: Roanna Williams
- Production co: Eyeforce - AMS | CPT | LIS SA
- Director: Arthur Neumeier
- Executive producer: Ashleigh Joy Jarratt
- DOP: Daniel Walsh
- Gaffer: Obakeng Selapisa
- Sound: Jabu Msomi
- Post production: Farmhouse Studios
- Post producer: Rox Truter
- Editor: Jason Matthews
- Colourist: Kyle Stroebe
- Sound engineer: Stephen Webster
- Audio: The Work Room

*Look out for an exclusive interview with Boundless and Williams - coming soon.*

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Boundless

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