

SuperSport's Springboks ad shows SA is stronger together

By Leigh Andrews

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In a week where nation-building was top of mind as we both celebrated both Mandela Day and mourned the passing of [Johnny Clegg](#), a certain South African sport-supporting ad also gave us all the feels.



Image via [Twitter](#).

Nothing brings a nation together more than sport. Just think back to the heady days of the Fifa 2010 World Cup held here in SA, when every day was a chance to proudly sing the anthem together and unite. Wherever we were.

The latest ad by SuperSport does a good job of tapping into that spirit of *camaraderie*, in enticing viewers to watch the Springboks take on the world at the 2019 Rugby World Cup in Japan from 20 September to 2 November, live on SuperSport.

Stronger Together is for Springboks and ordinary South Africans

'Stronger Together' is similar to Nike's purpose-driven 'Dream Crazy' campaign that's winning awards all over the world.



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It's a TV commercial that captures not only the pride, effort and emotion that goes into becoming a Springbok but also mirrors the pride and joy of ordinary South Africans in their country.

“ Just watched the Siya Kolisi/Springbok ad for Stronger Together.

We are going to win this World cup in Japan. There is no doubt about it. Goosebumps [@Springboks](#) 🦄🦄

pic.twitter.com/fIAx4ugi6q— Robbie Kruse (@RobbieKruse) [July 11, 2019](#) ”

Springbok captain Siya Kolisi says in the [video caption on YouTube](#):

“ *This is not just a Springbok campaign – it is a South African campaign to galvanise the public not just behind their team but behind their country. It's not just the Springboks who rise early, work hard, sweat and shed blood on the field. There are millions of South Africans, hard-working everyday people – whose names we will never know – who rise early, doing what they have to do so that they can provide for their families.* ”

This campaign is for you – the taxi driver, mine worker, blue-collar worker, nurses and doctors, teachers, engineers, students – all ordinary South Africans who do what they do to make this country stronger. More than just ‘don’t forget to support the team’, the message is one of hope and unity – and a reminder that we really are stronger when we stand together:

Kolisi is certainly standing behind this message himself - he was injured for the Springboks' match this weekend but still supported the players by handing out water on the field.

“ *When your injured captain carries the water. Yeah, I think this team has got it covered.* [#Springboks](#)

pic.twitter.com/q1yZ0PQ9gU— alistair king (@ALsparkles) [July 20, 2019](#) ”

Rassie Erasmus, national director of rugby, adds on the [SuperSport](#) website that as much as their focus is obviously on preparing and playing to win matches, the squad is attuned to the national sentiment and is "lifted" when they feel the nation is behind them.

“It’s lekker when we feel the country behind us,” said Erasmus.

We certainly are, with this ad.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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