

Southern Comfort goes local for new TVC

Southern Comfort's latest TVC takes its positioning of 'Here's to the Unexpected' up several notches, giving it a fast-paced, contemporary and unexpected twist in its first locally produced commercial. It has begun airing on all SABC channels, e.tv and DStv this week.



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Cape Town based, creative agency Canvas Lifestyle conceptualised the commercial, which focuses on answering that 'unexpected' Monday night phone call, which then leads to a spontaneous night adventure. The climax of the party, with everyone enjoying the branded drink, is seen at the beginning of the advert, which then rolls back in time to where the evening initially started with the character sitting on the couch on an average Monday night and answering that unexpected call.

Good friends, good times

"The advert, just like the brand, is founded on the idea of embracing life through the pay off line, 'Here's to the Unexpected'. The advert encapsulates that it is like being young in South Africa celebrating good friends, good times, unexpected journeys, embracing life's great moments with close friends and generally being spontaneous," says Megan Macnab, Southern Comfort marketing manager.

"We were thrilled when the company approached us to direct its first locally produced advert. This will definitely raise the bar and we are excited to see what is next," says Greg Webster, director of the commercial.

The commercial was shot in Cape Town in an industrial conversion apartment in Woodstock, to a rooftop in the lower CBD, to Long Street and finally ends at St Yves Nightclub on the Camps Bay strip.

To view, download the ad [here](#) (9.70MB)