

OFYT launches new TVC for Kia and showcases the power to surprise

Issued by [Old Friends Young Talent \(OFYT\)](#)

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Old Friends Young Talent (OFYT) has launched a new television commercial (TVC) for KIA Motors.

Titled “The Wedding”, the TVC showcases the amazing beauty of the South African landscape and the diverse cultures our country has to offer. We follow a white South African family as they drive from Johannesburg to the Eastern Cape to join guests at a traditional Xhosa wedding.



The family spends their travelling time learning Xhosa from a translation app. Towards the end of the TVC we see the family having learnt basic Xhosa as they arrive at the wedding in dressed in Xhosa traditional attire, - which would be expected when attending a wedding in the homelands. To their surprise, the Xhosa guests are all dressed in black tie and evening gowns. Laughing, the bride and groom welcome the new family.

“The TVC began as an ad for Sportage and evolved into a brand TVC when we realised that this was, in fact, a South African story. The TVC showcases the amazing beauty of South African landscapes and the diverse cultures that our country has to offer,” says Chris Gotz, OFYT National Creative Director.



The TVC put together for KIA Motors by Old Friends Young Talent team consists of CEO and Strategist Jonty Fisher, national creative director Chris Gotz, creative directors Kelly Putter and Kusch Chetty, client service Khaya Hlatshwayo and Adelaide Motata and producer Nina Harle.

Flighting Dates:

Teasers to start flighting w/c 17/06

TVC launch 5/07

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Old Friends Young Talent (OFyt)

A unique union of global experience and talent from the streets to create fresh, involving, indigenous South African marketing solutions.

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