

## Music video or brand ad?



"Our new Crosse and Blackwell ad really is a mini movie," says Nestle Food Business Unit head Yasser Abdul-Malak. "With a unique South African flavor, we capture the richness of color and culture. To be able to secure a soundtrack like Mowbray Kaap - this pulls everything together giving the ad a vibe that makes everyone want to get up and participate." The award-winning Freshly Ground track for the iconic Crosse and Blackwell mayonnaise commercial, created by Publicis, follows the life of the jar from dispensing flavour and taste to life beyond the table.

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