

# All Gold gives us food for thought with fantasy ad

 By [Brendan Seery](#)

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One of the most "unnatural" images (in terms of things done and added which are not present in the original product) is food photography.

None of the stuff you prepare in your kitchen looks anything like the pics in magazines or the "serving suggestion" images on the pack.

So much preparation and doctoring of food (spraying it with moisture and possibly some chemicals) to help make the colours brighter or to prevent fading under the lights goes on during the shoot that I doubt whether it is fit for human consumption after the photographers have done their work.

In food advertising, too, the creative front and back room people try to maximise those items which are so appealing to people.

Much of the focus goes into bombarding the sense of the consumer, emphasising bright colours and shapes – which often look unnatural – to make the point the food you want them to buy is really "farm fresh".

Many brands have, over the years, employed animation to stray even further into the realm of make-believe.

It's not a real apple, not really tomatoes which are going into the tin or bottle – so why not make it a fantasy world of happiness and light and, at the same time, locate your product in that happy space?

The latest brand to do this is All Gold in its new television commercial for its range of products (it isn't just the beloved tomato sauce, you know).

It's called "The Orchard" and takes place in that make-believe All Gold orchard where all the good things originate, and where all sorts of little people work hard to ensure you get the best.

Conceptualised by ad agency Hunt Lascaris Joburg for Tiger Brands (the parent company of All Gold), it features very high-class graphics and an emphasis on being South African as well as – according to the agency – "obsessive care with quality and respect for the environment".

Little people get helped by cute creatures, ranging from bees to bunnies as they bring in and process the harvest.

It's cute and, even though it is fantasy, it's a reminder of an innocence most of us have lost as adults.

The kids will love it and more than a few moms and dads will smile, too. And they'll remember All Gold on their next trip to the supermarket.

So, it works as marketing communication.

Orchids for Tiger Brands, All Gold and Hunt Lascaris Johannesburg. I am not quite sure who did the graphics – but if you let me know, I will happily give them an Orchid, too.



Screengrab from the ad.

To show I am nothing if not even-handed, this week's marketing Onion goes to an election advert, as did last week's Orchid. And it goes to the same organisation, the ANC.

Elections are a time for posters and they have been going up all around us. But, in my area at least, the ANC is the only party which is breaking the law – putting up posters on street signs.

This, as you know, is a pet peeve of mine. It's illegal and there is no dispensation because you're a political party.

It's not a good election move to act illegally but the ANC has good form in the area of ignoring inconvenient laws.

Look at No 1 in his defiance of the public protector and, later, the constitution.

Look at the SABC's (chief operating officer) Hlaudi Motsoeneng. Look at Dudu Myeni (chairwoman) of SA Airways. They have to be dragged before the courts before they do the right, legal, thing.

The visage on the poster in our area is of Joburg mayor Parks Tau. So, Mr Mayor, you are very guilty by association with this.

You may not have given the order, but the buck stops at your very comfortable desk.

The most interesting thing, though, is that, clearly, no one bothered to think about matters of placement, never mind legalities: is a stop sign the right place for a picture of the mayor?

Look at the picture: It says: Stop Parks Tau. Not clever. It is also illegal and that is why you get a double Onion, ANC.

I await your lawyers' notification that you intend to contest this in the Constitutional Court.

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## ABOUT BRENDAN SEERY

Brendan Seery has been in the news business for most of his life, covering coups, wars, famines - and some funny stories - across Africa. Brendan Seery's *Orchids and Onions* column ran each week in the *Saturday Star* in Johannesburg and the *Weekend Argus* in Cape Town.

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