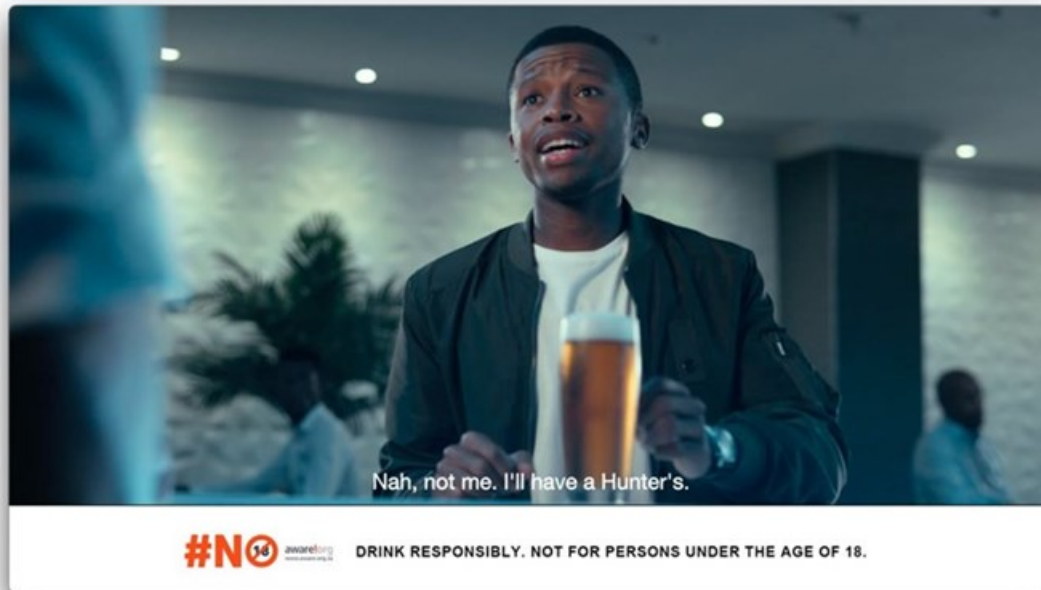


# "You look like a beer man!" Hunter's Premium Cider Refreshes the Rules with a new brand campaign

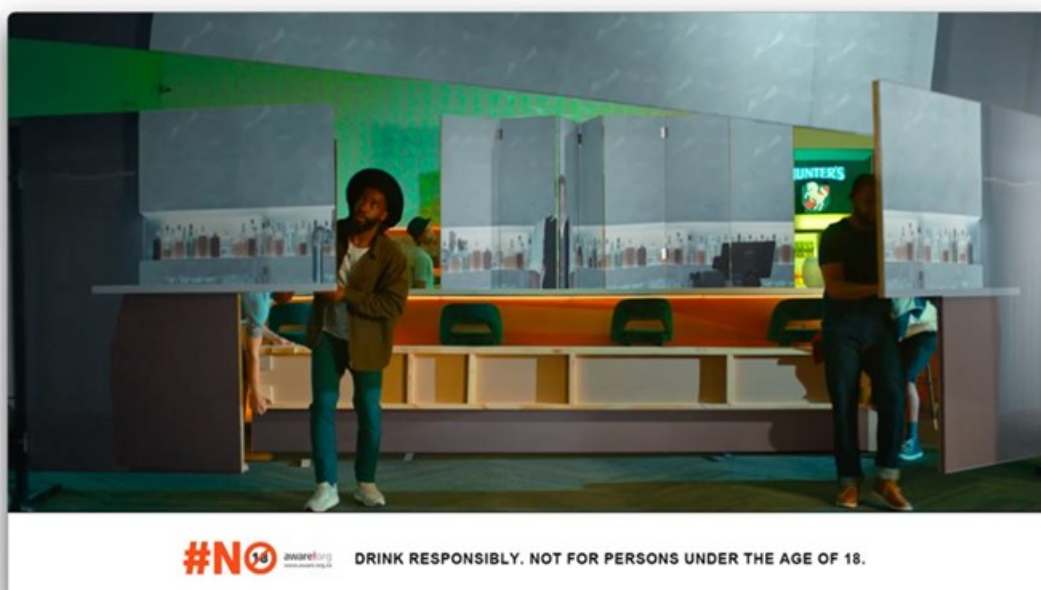
Issued by [Grey Africa](#)

3 May 2022

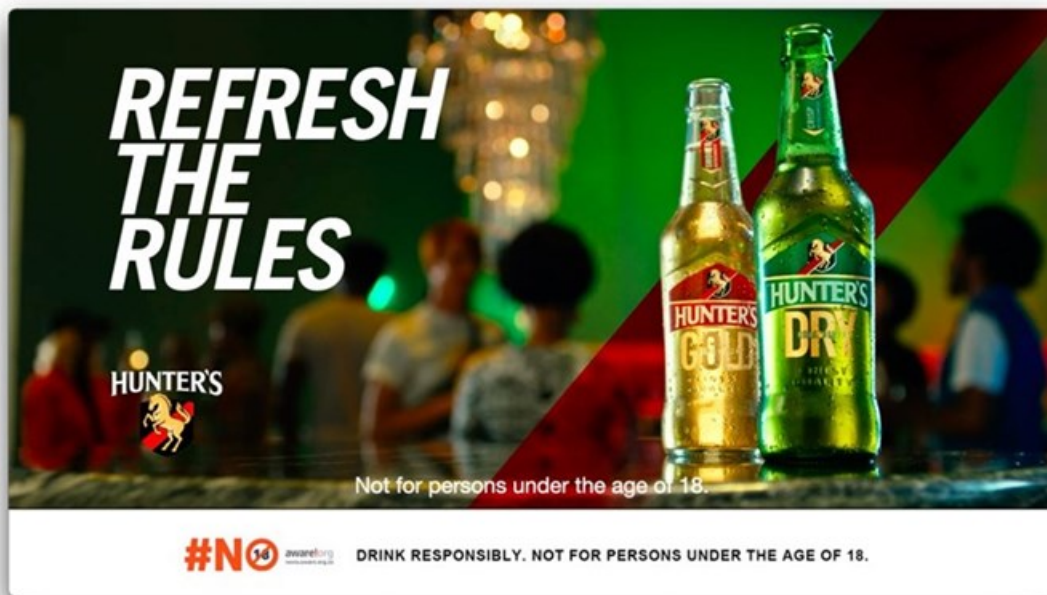
Not too long ago, life was predictable and becoming an adult included laid out basic steps - finish school, study further, and then find a 9 to 5 job. However, nowadays, people think differently about their futures and what shapes their world. By taking control of their destiny, hustling on the side, they can achieve great things.



The latest TVC, created by Grey/WPP Liquid for Hunter's, portrays how the contemporary young South African man doesn't let the rules hold him back because sometimes the rules need refreshment. He defies the rules of a film set and takes control, changing his environment and thus the script to showcase and bring his personality and objectives to life. Sometimes challenging the current situation is liberating and leads to refreshing the rules.



Living in a digital era has evolved the recipe for success. It empowers young adults to create opportunities that were non-existing previously – Hunter's Premium Cider consistently refreshes culture and calls for young adults to take a chance at making anything they dream about, a reality.



“To launch the new proposition, 'Refresh the Rules', we needed to think of an ad that conveyed this sentiment simply and in the most entertaining way. After a few rounds of thoughts and ideas, we landed on something that, in hindsight, feels almost effortless: A script ... or the idea of flipping it, literally, instead. 'Flipping the script' is a term that has become synonymous with doing unexpected things or challenging the status quo. That is precisely what our protagonist does when he is confronted by a prescriptive world holding him back from being himself”, says Marcus Moshapalo, Creative Director of Grey Advertising Africa. Today's young adults have a particular know-how, which allows them to see things differently from societal norms. Hunter's is set to celebrate originality in all its shapes and sizes.

View the new TVC here:

Credits:

Grey / WPP Liquid

ECD: Felix Kessel

CD: Marcus Moshapalo

Creative team: Andre De Jager and Ayesha Kaprey

Producer: Lara Bayley

Account Management: Jacqui Howard-Tripp, Roshan Williams Khan and Jane Carlisle

Production house: Plank

Director: Peter Pohorsky

Producer: Seamus Bax

Editor: Xander van der Westhuizen

Post facility: Strangelove Studios

Audio: Sterling Sound, Lorens Persson

Music: Nathi – A Nathi Sound

**Refresh the Rules with Hunter's.**

**#RefreshTheRules #HuntersRefreshes #StaySafe**

*Hunter's Cider promotes responsible drinking. Not for persons under 18.*

▪ **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024

▪ **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024

▪ **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023

▪ **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023

▪ **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

[Grey Africa](#)



Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>