

# Old Friends Young Talent winning streak continues

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Old Friends Young Talent has added to its client portfolio pedigree by welcoming FUTURELIFE® to its stable of brand partners. The agency has hit the ground running by reworking the brand strategy and putting together a new campaign for the functional food brand, which is supported by a television commercial (TVC), public relations, in-store and social media campaign.

The first task tackled by Old Friends Young Talent was creating a new TVC for FUTURELIFE® Smart food™, which challenges and encourages South African families to change the way they see their breakfast cereal and to make the smart choice by choosing FUTURELIFE® Smart food™.

The FUTURELIFE® Smart food™ “Change” Campaign was launched this week, aiming to reframe FUTURELIFE’s position in the cereal category and bring the product to a new segment of consumers. The TVC looks at how everything in life has changed, with a fresh and relatable family perspective, reinforcing the idea that making healthier and more progressive food choices should be a no-brainer, especially in a world that is getting exponentially smarter and better.

“We are excited to be working on a progressive brand like FUTURELIFE® Smart food™ and getting the opportunity to position the brand as an innovator in the cereal category,” says Jonty Fisher, CEO of Old Friends Young Talent. “We continue to build a great partnership with the FUTURELIFE® brand team, and we’re looking forward to rolling out the rest of the campaign elements across digital platforms and sponsorship assets.”

Karyn Hamilton, Brand Manager for FUTURELIFE®, says that she is excited to welcome Old Friends Young Talent to the team. “The agency’s strong strategic thinking was what spoke to us and our brand – and we needed a team who would help us in realizing our vision of bringing health and happiness to as many people as possible.”

The TVC put together for FUTURELIFE® Smart food™ by Old Friends Young Talent team consisted CEO and Strategist Jonty Fisher, national creative director Chris Gotz, creative director Tania Barker, writer Dana Aires, art director Monique Kaplan, director Justine Puren-Calverley, production house producer Brenda Wilson, client service Richard Brodrick, agency producer Ali Coetzee and produced by First Pencil.

The FUTURELIFE® Smart food™ Change TVC can be viewed below:

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