

Toughees discovers South Africa's dancing talent

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Toughees, South Africa's most-loved school shoe brand has discovered South Africa's next dancing sensations! Cape Town's own 13-year-old Storm Boost from Landsdown and 11-year-old Corban Anthony from Charlesville have been announced as the winners of the Toughees Move Maker Competition making them the stars of the year-end Toughees television commercial.



The social media competition which launched on 15 August 2018 encouraged primary school children to show their best dance moves with Gqom music serving as the inspiration. Toughees roadshow together with Heart FM were held where World Hip Hop Champion, Blake Williams taught dance to the next generation, while encouraging them to enter the competition. The winners of the competition will star in the Toughees television commercial at the end of the year.

“South Africa is filled with talented young children and this campaign served as the ideal platform to highlight and expose this talent,” says Swastika Juggernath, Bata South Africa Marketing Manager. “Gqom is current and features across different mediums of pop culture, so it served as the perfect vehicle to appeal to the Toughees demographic,” added Juggernath. “We received numerous entries and we are absolutely delighted with our two winners Corban and Storm, they are talented and motivated individuals who strive to achieve their best!”

Corban and Storm together with their parents came to Durban in October during the school holidays to shoot the television commercial. The commercial was shot at Lyndhurst Primary School in Pinetown. Both children were quick to admit that although it was hard work, they thoroughly enjoyed learning the choreography and experiencing first-hand what goes into producing a television commercial.

Catch Storm and Corban in action in the Toughees television commercial which will air from late December 2018 through to early January 2019.

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