

Things hotting up at Freshwater

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Freshwater Film's team of hot young things are anything but quietening down for the year. Their latest addition to the roster, newcomer director Slim has been non-stop with spots such as Cardies and Poolbrite.

Both spots have Slim's trademark stamp of effortless style and humour. Cardies has gone through to the Creative Circle Ad of the Year 2004.

Lourens Van Rensburg has just directed a stylishly sexy spot for Appletiser that focuses on appearances of various people and the reality behind what people perceive on the surface. Added to this is another glam spot for Esprit which shows the girls using their snooker prowess to beat the boys. Much to the men's dismay. Of course only with a little bit of help from Esprit! Lourens has also directed a major beer spot for the international market. Shooting took place for Cape Town.

Dule Anicic has added his touch to a Lech Beer campaign. This is the second Lech campaign that Dule has shot and his previous commercials have been such a success they have led to increased sales. Watch this space for campaigns that Andre Liebenberg and Fiona Macpherson have recently completed and will be lighting in January.

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