

# Ad industry pushes the boat out to salute the NSRI

Issued by [Ogilvy South Africa](#)

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The advertising industry has created a stirring tribute to the volunteers of the NSRI to mark the 50th anniversary of the organisation.

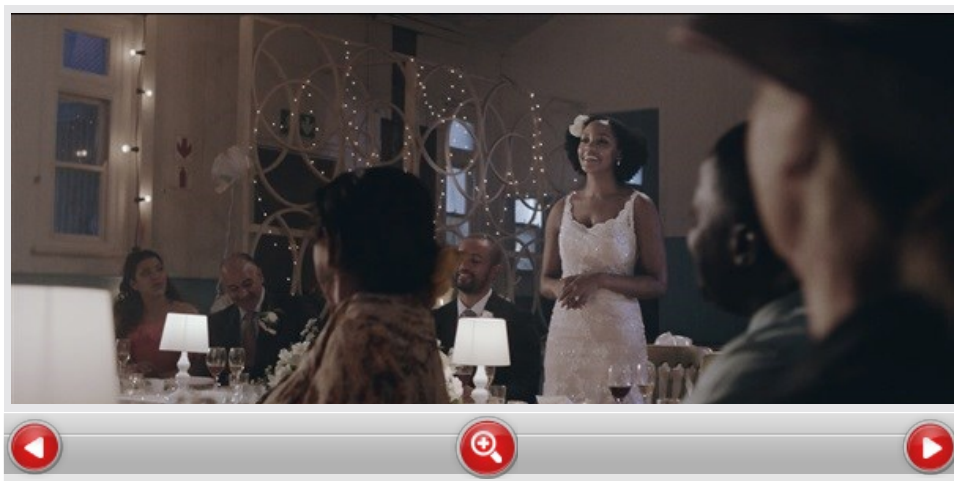


Conceptualised by Ogilvy Cape Town and directed by Greg Gray of Romance Films, a powerful new TVC demonstrates the family sacrifices NSRI volunteers make every time they respond, without hesitation, to emergency calls. It shows a bride delivering a wedding speech about her absent father as he heads out into a stormy Cape ocean on a rescue mission. The narrative is backed by the emotive soundtrack of Birdy's 'People Help the People'.

The NSRI has been an Ogilvy Cape Town pro bono client for many years and agency MD Luca Gallarelli is "proud of the film we've made but even prouder of the generosity of spirit shown by so many people across the industry who devoted their time and skill to the project for nothing".

He singles out Greg Gray of Romance Films, Ricky Boyd of Deliverance Post Productions, and Marc Algranti of Pulse Music, as "putting in above and beyond on this project" but says others donated props, lighting, vehicles, boats, casting services, specialized equipment and catering, among a multitude of things, as well as doing many hours of hard work.

Gallarelli says the hope is that the TVC will inspire more public donations, which are the financial lifeblood of the NSRI, but the primary purpose was to pay a proper tribute to the unsung heroes from the past 50 years. "These are amazing, selfless and brave people who give up parts of their lives to save the lives of others and it's really uplifting to see the way that key figures in our industry responded as they did to deliver this remarkable salute."



## OGILVY TEAM

Luca Gallarelli - Managing Director  
Pete Case – Chief Creative Officer  
Tseliso Rangaka – Executive Creative Director  
Nic Wittenberg - Associate Executive Creative Director  
Mike Martin – Creative Director  
Katie Mylrea – Art Director  
Dale Winton – Copy Writer  
Cathy Day – Head of Broadcast  
Tammy Dent – Account Manager

## **ROMANCE TEAM:**

Greg Gray - Director

Helena Woodfine – Executive Producer

Shannon McDougall – Production Manager

## **EDITING & POST PRODUCTION:**

Ricky Boyd Deliverance / editor

Paula Raphael Deliverance / producer

Zeni Papu / post production support

David Oosthuizen / grade & online

Graham Merrill / WELOVEJAM / sound engineer / final mix

Music broker / Marc Algranti / Pulse Music NY

## **CASTING DIRECTOR:**

Cheryl Battersby – The Batt House

## **TALENT:**

Roxanne Kalie / Agent Pursch Artistes (Daughter)

Herschel Bennet / Agent Pursch Artistes (Father)

Evan Fredericks (Groom) / Agent Ozone

Dylan Powell (Bridesmaid) / Direct

Mark Collin Capes (Groom's Father) / Agent 39 Steps

Melody Ross (Bride's Mother) / Agent Martez Model Management

Veronica Daniels (Groom's Mother) / Celebrities Casting

Egan Vorster (Best Man) / Agent Candys

Wedding reception background extras : House of Fame and 39 Steps

## **TALENT AGENTS:**

Pursch Artistes

Ozone

39 Steps

House of Fame

Martez Model Management

Candys

Celebrities

## **CREW:**

Director of Photography: Paul Gilpin of Call a Crew

1st Art Director: Nick Lorentz of Radical

Cast Coordinator: Dylan Powell of Nautilus

## **CAMERA DEPARTMENT**

Camera Operator Devin Toselli of KrewKut

Focus Puller A: Jason Musgrave of Radical

Focus Puller B: Willem Engelbrecht

Loader: Matthew Goosen  
DIT OP: Eduardo De Veiga  
V.T.O: Anthony English Nautilus

## **SOUND DEPARTMENT**

Sound Mixer: Jonathan Chiles

## **GRIPS DEPARTMENT**

Key Grip / Safety Officer: Robbie Fivaz of Nautilus  
Best Boy Grip: Siphenathi Mbunje of Nautilus  
Assistant Grip Code 10: Lyal Filiess of Nautilus  
Grip Trainee: Jody of Nautilus  
Remote head Technician: Keegan Horn of Rocksolid

## **LIGHTING DEPARTMENT**

Gaffer: Simon Francis of Pulse  
Best Boy: Leon Harris of Pulse  
Spark: Christopher Clarke of Radical  
Spark Code 10: Marcel Mutombo of Pulse  
Generator Operator: Wellington Chawatama of Panalux

## **ART DEPARTMENT**

Art Director: Chris Bass of Call a Crew  
Props: Robyn Knox  
Drivers: Levi Mayanba and Peter Hoffman

## **WARDROBE & MAKE-UP**

Wardrobe Stylist: Sylvia Van Heerden of Radical  
Wardrobe Assistant: Emma Gilpin  
Make Up Artist: Annette Keet  
Make Up & Hair: Assistant Caitlin Swart

## **PRODUCTION SUPPORT**

PA: Ryan Truter of Pulse  
PA: Alex Lee  
Medic: Michael Du Plooy Medic 8  
Cast Shuttle: Ebrahiema vd Schyff  
Post Production: Deliverance

## **UNIT & LOCATION LOGISTICS**

Gareth De Bruyn (Unit Manager)  
Kalvin Bezuidenhout (Unit Assistant)  
Justin Bezuidenhout (Unit Assistant)

## **EQUIPMENT & SUPPLIER SPONSORSHIP:**

Camera & Grips Equipment: Panavision  
Lighting Equipment: Panalux  
Grips Equipment: Robbie Fivaz  
DIT: Eduardo Da Veiga  
Sound - Jonathan Chiles  
Stablised Head: Rocksolid Remotes  
Unit Gear and On Set Radios: Gareth de Breuyn / Unit & Location Logistics  
Transport: The Van Cartel  
Sanitation: Sale's Hire  
Catering: Hansen's

## **TRANSPORT DEPARTMENT:**

The Van Cartel  
Avo Orange  
Tell Reid  
Unit & Location Logistics

## **CREWING AGENTS:**

Call A Crew JHB, KrewKut, Medic 8, Nautilus, Pulse, Radical Crew

## **MARINE SUPPORT: Frog Squad**

Jimmy Fraser / Marine Coordinator  
Skipper / Andre Jacques

## **ON SET CATERING: Hansen's Vikki & Joan**

Catering team leader : Elliot Tsetsi  
Catering driver : Gift Chapapa  
Catering assistant : Shepi Gqwaru  
Craft leader / driver : Stalin Ndlovu  
Craftee : Augie Ntambwe  
Craftee : Didier Ngombo  
Craftee : Freddy Bagalwa

## **KEY ART DEPARTMENT / WARDROBE & LOCATION SPONSORS / CONTRIBUTORS:**

Tint & Hue / Peter Hoffman / Wedding car  
Wedding dress / Ilse Roux Bridal Shop  
All additional wardrobe courtesy of Sylvia Van Heerden and Theatre & Film Costume Hire  
Wedding Cake/ Crystal Tier Cakes  
Wedding flowers / Mireille Huelin  
Wedding reception supplies / Exquisite Hiring  
Hardy Hall / Marsh Memorial / wedding reception location  
021 Locations / Lisa Martin

## **SHOOT INSURANCE SPONSORSHIP**

Estelle Giudici / CC&A Insurance Brokers

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