

**Client:** Aquelle

**Date:** 7 October 2008

**Description:** 10<sup>th</sup> Anniversary Video: Video 2 **Job #:** 14426

**Duration:** N/A

**Writer:**

<p><b>SEE:</b></p> <p><b>Fast cut images of wonderful sporting moments from all the Aquelle events / challenges / interspersed with long shots</b></p> <p><b>Show children / families / faces</b></p> <p><b>Show lots of branding at events and people drinking Aquelle</b></p> <p><b>Show footage</b></p>	<p><b>HEAR:</b> Graham Merrill</p> <p><b>Fast paced music</b></p> <p>Emphasizing their pivotal role in the lives of others, not only from a upliftment perspective, but also in terms of delivering an innovative, exciting and <b>genuine</b> brand of water...</p> <p>aQuelle has always strenuously endorsed the pursuit of a healthy, wholesome and fun-loving lifestyle, with sports sponsorship featuring prominently as a highly effective marketing tool and an integral part of their brand building strategy...</p> <p>Aquelle's initial launch kicked off with an aggressive marketing programme, which ran in conjunction with East Coast Radio and Ocean Warriors – and</p>
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<p><b>Show beach action</b></p>	<p>which saw the introduction of “The Aquelle Beach Watch” – now a regular holiday feature on the airwaves...</p>
<p><b>Show more event footage</b></p>	<p>With Aquelle’s popularity growing exponentially, they have become more and more actively involved in supporting a vast number of healthy sport and outdoor events countrywide, like...</p>
<p><b>Show good edited visuals for each...</b></p>	<p>The Fox MTB Challenge...</p> <p>The Kalahari Augrabies Extreme Marathon...</p> <p>The Addo Elephant 50 &amp; 100 Mile Trail Runs...</p> <p>SPAR Redhouse River Mile...</p> <p>The Illovo Estone MTB Challenge</p> <p>The Energizer Corporate Night Relay...</p> <p>ECR Big Walk...</p> <p>Mr. Price Karkloof Classic...</p> <p>And a host of branded events, which include...</p>
<p><b>Show as above good edited visuals</b></p>	<p></p>





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