

Client: SPAR

Date: 13 February 2013

Description: Conference 2013 Opening Show
Draft 8

Job #: 4623

Duration: 30 mins

Writer: Alexis

RED: LIVE PERFORMANCES – SONGS

BLACK: NARRATORS

BLUE: VIDEO INSERTS/WALLPAPER/GFX

**PURPLE: DRESS-UP OF PERFORMERS &
NARRATORS**

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| <p>Live backstage</p> <p>Show kicks off with <u>“We are the Champions”</u> by Queen performed by the Dawn Selby band. We will need a brilliant set design that sets up the “Champions” song and the 50th Anniversary Celebration: Darkened stage with one solo light on our singer, which becomes brighter as the song works towards the chorus, to eventually reveal a giant 50 in gold, with a beautifully dressed stage.</p> | <p>TW:</p> <p>Welcome ladies and gentlemen to SPAR’s 50th Anniversary Conference...</p> <p>We are just about to begin, so please take your seats and switch off your mobile phones...</p> <p>JC walks over to help TW ONTO</p> |
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| <p>80th Int SPAR Video (logo building)</p> <p>SPAR logo</p> <p>World Map GFX showing SPAR countries</p> <p>Early Int SPAR days</p> <p>History book (handshake)</p> <p>PH, old fashioned Ads, people & shops from those days</p> <p>Old SA store pics & to new stores (first SUPERSPAR) with SPAR 50th logo coming up (tree spinning) / SPAR retailers thru the years/ SPAR people forming the logo/ rural store / KWIKSPAR / Cape Quarter</p> | <p><u>STAGE WITH A WALKING STICK</u> DRESSED AS ADRIAN VAN WELL, AND SAYS:</p> <p>Goedemorgen friends, I am sure you know I am Adrian Van Well, the father of this magnificent SPAR organization, which is 80 years old today, and trades in 35 countries world wide! Incredible!</p> <p>In those early days, when I launched the concept of voluntary trading, I had no idea that my dream would create the impact that it has, and the concept would eventually change the lives of millions of people, worldwide, every single day!</p> <p>It makes me so proud to see how you, my South African friends, have empowered my brand in your country, so that today, we gather here together, to celebrate 50 glorious years of success!</p> <p>I would like to pay a tribute to all you incredible SPAR people, and those who have gone before you,</p> |
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| <p>Show achievements: 3 formats/first billion/launch of SPAR brands/DC's/fleet of trucks/TOPS/Build it/Pharmacy @ SPAR/Ad announcing biggest arrival: SPAR in EC</p> <p>Pictures of people interacting with SPAR people/modern stores/modern people/(Peter Arselides)/Saxby's/cracking open champagne</p> <p>SPAR LOGO</p> <p>CU on narrator/</p> | <p>for having reached this wonderful milestone; it is you who have achieved this great thing...</p> <p>And with confidence, I wish you another 50 years of successful trading, because SPAR people have, and always have had, the essential qualities for great success: passion, courage, determination and a hunger to succeed... I know it runs in your veins.</p> <p>You are unstoppable, invincible... awe-inspiring! Congratulations! You are SPAR!</p> <p><u>BH COMES ONTO STAGE DRESSED '60'S STYLE:</u></p> <p>BH: Good morning and welcome to you, each and every member of this incredible SPAR family... true champions!</p> <p>SPAR's people have always been their powerhouse... Success and future... This conference is to honour each</p> |
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| <p>Back to SPAR people visuals/very modern/very feel good</p> <p>Band starts playing the melody for “We will rock you” by Queen, which builds up as he ends his intro, into a full-blast rendition</p> <p>While music is playing jump backs/ OB C/U on a band member (drummer)/SPAR conference candid visuals people dancing & celebrating at parties (Greek dancers etc.)</p> <p>Show Charter</p> <p>Early retailer pics ex history & scrap book</p> <p>More old retailer pics ex history book (1st</p> | <p>and every one who has contributed to SPAR’s success, and continues to do so today...</p> <p>You ensure the future and success of this mighty brand!</p> <p>You rock!</p> <p>And that’s our message to you today... as we entertain you with the fun story of SPAR through all the phases over 50 years... look back and remember, but more importantly, sing, dance, have fun and celebrate!</p> <p><u>AS MUSIC FADES BH CONTINUES:</u></p> <p>BH: So where did it all begin? Way back in 1963, it was unity and strength in numbers for the small group of SPAR retailers and wholesalers who had the courage to break new ground...</p> <p>These people really lived SPAR’s brand philosophy of delivering friendly service, convenience and being involved in their community...</p> |
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| <p>birthday)</p> <p>Old ads Service with a Smile (2 ladies with trolleys) “Meet your friends at SPAR”</p> <p>Show old brands ads at that time: Coke/Coppertone/Bovril/Hoover/Bisto</p> <p>More “Service with a Smile” visuals</p> <p>Show Baggo images on shop windows/shopping bags/leaflets</p> <p>Baggo walks onto stage and walks up to Brian to shake hands with him, and then walks around waving to the delegates</p> <p>OB: Baggo C/U</p> <p>Roelf Venter’s source – old ads compilation/Cowboy ad</p> | <p>Making sure that no matter where their customers were - small town, big city or the rural countryside – they would always find a SPAR store delivering “Service with a smile”...</p> <p>Advertising was really simple in those days, innocent and a little naïve, because it was all about getting your name out there, and showing “Service with a smile”...</p> <p>During the late ‘70’s and ‘80’s SPAR’s face belonged to a little guy who was affectionately known as Baggo... he was everywhere, on store windows, leaflets, print, and even in a full life-size version for launches and promotions...</p> <p>He was a popular dude, not only adding character to SPAR, but also creating great brand exposure...</p> <p>When TV launched in South Africa, SPAR again became pioneers – this time in supermarket advertising. Ad spend was smaller then, so it was very important to be innovative and tactical with campaigns... and that is</p> |
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| <p>Lawrence Hilton compilation: SASOL/cornflakes/Chinaman etc.</p> <p>Ads insert with Martin Bailey, Doreen Morris etc. in TV van</p> <p>“There’s a friendly SPAR wherever you are...” advertising material</p> | <p>exactly what SPAR did. Wanting more than just product and price, they bounced onto the small screen with the legendary Lawrence Hilton ads – the most awarded TV campaigns in the history of advertising in South Africa. The ads were all topical, often spoofs of existing ads, with the signature wry twist of humour that made them addictively popular....</p> <p>This campaign was followed by “SPAR TV, in the ‘90’s, which featured ads with local TV celebrities driving around different neighbourhoods, “reporting” on product and price, documentary style...</p> <p>By that time SPAR owned the territory of convenience and friendliness, and all advertising campaigns carried the pay-off line, “There’s a friendly SPAR wherever you are...”</p> <p>The early 90’s was a very important period for SPAR, when, in order to</p> |
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| <p>Brand logos:</p> <p>SAVMOR/SUPERVALU</p> <p>KWIKSPAR</p> <p>FOODMARKET/FOODLINER</p> <p>Red Line & Green Line Ad material with logos</p> <p>“We’re not lighties” song from video material (40th/45th Anniversary video)</p> <p>“There’s a friendly SPAR wherever you are” Ad material from the mid ‘90’s</p> <p>First SUPERSPAR pics</p> <p>Show Hypermarkets & Makro’s (Peter Hughes conference opening ’92, Darth Vader video)</p> <p>New Millennium fireworks visuals from candid</p> | <p>refocus and revitalize the brand, they took the major strategic move of bringing all stores, DC’s and the holding company under one brand...</p> <p>At the same time, the formats of Red Line for supermarkets, and Green Line for convenience stores was adopted, with the pay off line, “So near, so good, so friendly” for Red Line, and “We’re always here for you” for Green Line...</p> <p>By the mid-90’s, “There’s a friendly SPAR wherever you are” was reintroduced and remained the pay off line until end the century...</p> <p>In the late 90’s, in another strategic change, SUPERSPAR’s were introduced for larger stores over 1 300m2, which allowed SPAR to aggressively compete against the major food chains, and presented the opportunity to upgrade the standard of all stores...</p> <p>As the world welcomed in the new millennium, SPAR’s focus shifted to</p> |
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| <p>video</p> <p>“Good for You” advertising material & TVC’s: Couple at Thirsty’s/old guys on the beach/choir/little girl/couple on park bench</p> <p>DAWN’S BAND PLAYS “GOOD FOR YOU” SONG</p> <p>Original POS TOPS Ad visuals (Prav/Justine/Vanessa) “Here’s to fun, friends & great value” Source material??</p> <p>2004 conference opening video- visuals: CREATE/INNOVATE/GRAB THE FUTURE, GRAB THE FUTURE</p> | <p>entrenching SPAR as a destination store that customers loved and trusted to care for their family’s needs and wellbeing...</p> <p>The campaign ran with the pay-off line, “Good for You” which was underpinned by a fun and feel-good remixed pop song...</p> <p>DAWN’S BAND PLAYS “GOOD FOR YOU” SONG</p> <p><u>TW COMES ON DRESSED 2000 – STYLE AND CONTINUES NARRATION:</u></p> <p>In the same year, following deregulation of the liquor industry, SPAR saw an opportunity to extend their involvement to full liquor, by launching TOPS at SPAR, which today, is rated Number One liquor chain in South Africa!</p> <p>Four years later SPAR starting thinking about innovation, and that to be No. 1, it was vital to innovate...so the following year retailers were called to actively take ownership of the future and “Grab</p> |
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| <p>Visuals of Bryan from the 2005 opening conference/similar visuals to the ones used in the original</p> <p>OB: CUT BACK TO BH ON “And...”</p> <p>Show innovative retailers to coincide with “done”: Peter Arselides/Pat Tarr (Hobart)/show selection of modern-looking stores</p> | <p>it! Live it! Do it!’</p> <p>With the voice of SPAR talking directly to them, at the conference that year...</p> <p><u>BH COMES ONTO STAGE DRESSED AS A SPAR RETAILER & DELIVERS THE FOLLOWING:</u></p> <p>I told you that if we wanted to really grab the future, we had to change our thinking and realize that WE were the future, we weren’t just retailers... we WERE SPAR and we were the FUTURE...</p> <p>And it was up to US to run with it, to take it... and own it...</p> <p>And today I just want to congratulate you because that’s exactly what you have done, You grabbed the future, you lived it, and you did it!</p> <p>You are the ones who have made this incredible day possible... Congratulations!</p> <p><u>TIM CONTINUES THE NARRATION:</u></p> <p>In the late 2000’s, although “Good</p> |
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| <p>Show “Forever Young” beach activation visuals/Life’s Great beach sports/tattoos etc.</p> <p>More “Life’s Great” ad material</p> <p>Show behind-the scenes shooting of the Moments interview with Prime Circle/Roelf’s interview with them at the conference</p> <p>Show 45” TVC “Life’s Great” (underscore “Wakka Wakka” if it works)</p> <p>DAWN SELBY’S BAND PLAYS “MOMENTS”</p> <p>Show Walmart stills (possible video material</p> | <p>for You” was retained as the main brand message, the essence became “forever young”, and SPAR embarked on an exciting new campaign to reinforce this up-tempo positioning...</p> <p>The “Life’s Great” campaign answered this brief perfectly by reaching out to consumers on an emotional level, through the celebration of what life has to offer, whilst still retaining a youthful and energetic edge...</p> <p>“Moments” was the theme song driving this campaign, which was written and performed by one of South Africa’s top bands, Prime Circle...</p> <p>DAWN SELBY’S BAND PLAYS “MOMENTS”</p> <p>BH: By 2010, international retailers</p> |
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| <p>from Prav)/show Walmart-Game/Walmart-Makro/Walmart-Builder's Express</p> <p>Show community & SPAR visuals: kids receiving soccer balls and apples in the 'nutritional video' and painting the school on the SR</p> <p>Show montage of best TVC's: Soccer/Horseman/Casemola –carton man/Robertsons/Klopper Park library/Nuwe Hoop</p> <p>Show various presenters (Roelf/Wayne/Mike/) delivering emotional presentations</p> | <p>began muscling in, determined to take their share of the market...</p> <p>In another strategic move, SPAR, as locally loved retailers felt they needed to move closer to the communities they understood and served, because other brands didn't have this high ground...</p> <p>SPAR's relationship with their 60 million-a-month shoppers has always been of a very personal nature, where customers commonly refer to their local store as "MY SPAR" ...</p> <p>To communicate this emotional connection to consumers and the general target market, SPAR used the best MY SPAR stories from actual customers themselves, and wove them into powerful TV, print and radio advertising...</p> <p>At the last conference, the MY SPAR campaign gave retailers the impetus they needed to confidently take on the competition, local and international, proudly boasting, "Game On", which had it's own</p> |
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| <p>Show RWC visuals/ girls dancing on stage at the Robbie Wessels production at the conference/RWC talk show/John Mitchell</p> <p>TW PERFORMS ROBBIE WESSELS "SPAR BOKKE</p> <p>Slow, emotional customer/people shots/interaction with retailers and customers/DC's/Saxby's original source footage/Peter Arselides source</p> <p>Ridge KWIKSPAR/AGM 2012 videos for supporting material/</p> <p>TVC's source footage" MY SPAR stories material/stores/retailers/managers/interaction with customers/bakery guy with handicapped</p> | <p>rousing theme song...</p> <p>TW PERFORMS ROBBIE WESSELS "SPAR BOKKE</p> <p><u>BH RETURNS TO CONTINUE NARRATION:</u></p> <p>BH: So here we are at the prestigious 50th Anniversary milestone, and yes SPAR's come a long way and had many challenges over the years, but through a clear vision, and a passion for people, you have grown from strength to strength, year after year!</p> <p>The future belongs to those who are willing and courageous enough to take it, and SPAR is poised to set the retail world alight with high-impact marketing, engaging value... and most importantly, the best people in the business!</p> <p>You, SPAR's passionate people, have fuelled your own success for the</p> |
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| <p>CHORUS IS UP ON SCREEN</p> | <p>VERSE 3: We'll send you our hearts, so you know that someone cares, And we all, must come together as one We are Spar family, and we will always be Right now, it's time to celebrate</p> <p>BRIDGE: When we're down and out, there seems no hope at all But if we just believe, there's no way we can fall Well, well, well, let us realize, that success can only come When we, stand together as one</p> <p>CHORUS: <i>{VOCALS AND DRUMS}</i> We are the world, we are SPAR people, We are the ones who make a brighter day, so let's keep giving, <i>{ORCHESTRA AND BAND IN}</i> That's a choice we're living, we're building better lives, And it's true we'll make a better day, just you and me.</p> <p><i>{KEY CHANGE}</i></p> <p>CHORUS: We are the world, we are SPAR people, We are the ones who make a brighter day, so let's keep giving, That's a choice we're living, we're building better lives, And it's true we'll make a better day, just you and me.</p> <p>CHORUS: We are the world, we are SPAR</p> |
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**AUDIENCE IS ENCOURAGED TO JOIN BY
JOSEPH CLARK, AND HOLD HANDS**

**As the performance reaches its conclusion, a
stunning lighting effect is created as Wayne
Hook walks onto stage to give his presentation.
(Perhaps a light effect which creates a sort of
“light tunnel” with red, green and white lights)**

**Wayne welcomes everyone to the conference
and begins his conference presentation.**

people,
We are the ones who make a
brighter day, so let's keep giving,
That's a choice we're living, we're
building better lives,
And it's true we'll make a better day,
just you and me.
And it's true we'll make a better day,
just you and me.