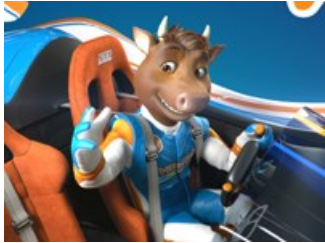


Cowbell uses South African animator Luma for latest TVC

Cowbell, fat-filled milk produced by Promasidor, is sold in small affordable sachets across Africa, using a family of animated characters. The company has engaged South African animation studio, Luma to extend the brand with a 45-sec TVC.



The project brief called for a combination of both animation and live action, with Luma providing a complete solution, driving creative thinking and animation while partnering with Reel Edge films to produce the live action shoot.

"Known for its ability to produce high quality work made partnering with Luma an obvious choice," says Mike Pollecutt, head of radio and television for Promasidor.

Drawing on the expertise of a 20-strong team with skills ranging from directors, 3D artists, producers and composers to keying, rotoscoping and concept artists, Luma created a character animation and fantasy world that appealed to a younger audience.

Ghanaian boy gets fantasy ride with Cowbell

The commercial sees a Ghanaian boy enjoying just a little too much of Cowbell powdered milk before missing his school bus. No sooner has the bus left, when a billboard alongside him featuring the Cowbell character in his favourite racing car, comes alive, with the character inviting him to jump in and hitch a ride.

On a starting grid of a racetrack, the lights go off and they head off along a brightly coloured racing circuit. They continue past five letters placed along the race track that represent the five vitamins known as "Vitarich". They win the race and the boy is magically transported to school and arrives before the school bus does, illustrating how the product puts one on the fast track.

Tight schedule

"A fun and enjoyable project, but not without its challenges," says Gerhard Painter, creative partner for Luma. To stay within cost and time constraints the entire TVC needed to be shot in one day, with heavy rains predicted for the entire week the shoot had been scheduled.

"We opted to film location shots early, before the rain set in, leaving the studio shots for later in the day," says Painter. "This enabled us to stay within budget and meet our deadline."

"The studio's ability to bring characters to life and its reputation for producing excellent 3D did not disappoint," says Pollecutt. "They were able to interpret our original brief, adding an edge of excitement and bringing life to our commercial. This enabled us to communicate the nutritional benefits of the product in a youthful and catching way that speaks to our audience."

The TVC, well received in target markets and currently airing in Ghana, will soon be flighted across other West African countries. To view, go to [Luma's Cowbell advertisement](#).