

The 'Rumble in the Jungle' is Sanlam Wealthsmiths

Sanlam Investments just launched its first ad campaign, 'Rumble in the Jungle' which speaks to the investment philosophy of the business and likens it to the legendary rumble in the jungle fight between Muhammad Ali and George Foreman that took place in Kinshasa 40 years ago.



The payoff line is 'Be Bold. Be Cautious - knowing when to be which is what makes us Wealthsmiths' and feeds into the Sanlam group brand message.

Journeying back to the set of the original face-off, the ad vividly recounts the eight-round fight that saw defending champion Foreman stumble at the left hook of a calculating Ali. The challenger's carefully considered plan and cautious strategy eventually saw Foreman's strength start to wane, and at just the right moment, Ali struck and knocked out his opponent

after a series of bold jabs and punch combinations.

"The advert highlights how, in much the same way, Sanlam's investment philosophy is consciously cautious and - when the time is right - strategically bold. We resist the temptation to ride the euphoria of speculation - we remove emotion and we check, re-check and analyse before each investment decision," says Robert Thompson, marketing head of Sanlam Investments.

View the ad