



Dear filmmakers,

RE: CREATING AN ADVERT FOR CLEMENGOLD MANDARINS

The ClemenGold® brand name represents wonderfully sweet and aromatic soft citrus fruit, or premium mandarins, which is sun-ripened and handpicked by selected growers from across the world. It is exclusively found in Woolworths stores in South Africa.

A ClemenGold® mandarin is Nature's healthy alternative to a run of the mill on-the-go snack – one which engages all your senses and lifts your spirit. ClemenGold fans revel in the unparalleled combination of that distinctive mandarin flavour, the refreshing burst of juice and that bright orange glow which is quintessentially ClemenGold. It is also virtually seedless and easy to peel.

This special mandarin has become a household name for mums who show their love by means of the healthy and fun lunchboxes they pack, for fitness and outdoors enthusiasts who crave a quick energy boost, or those who, during a busy day at the office, need a moment of sunshine.

Our theme for 2023: ClemenGold, your language of love!

Explore this theme in an advert which will speak to mothers or primary household shoppers (our main target audiences). You could also tap into the 'pestering power' of children, urging their parents to buy their favourite fruit. Consider the different love languages – also think of dimensions of self-love, caring for the environment, sharing, and the wider community.

You're welcome to visit our YouTube channel for some inspiration or follow us on Instagram @clemengold for brand direction.

It is an honour to be part of your Filmit journey and we're looking forward to seeing your creative suggestions!

Kind regards

Charlene Nieuwoudt

Communications Manager

PS. If you've not eaten a ClemenGold mandarin before, do so before starting your project! It is an inspiration in itself 😊

ClemenGold International (Pty) Ltd

+27 (0) 21 883 9723 info@clemengold.com 23 Weidenhof Street, Stellenbosch 7600, South Africa clemengold.com



Chairman: MJ Solomon Directors: VP Ramburan, N van Rooyen

Reg No.: 2000/009356/07