

# Amarula celebrates the African spirit and the unique marula fruit in new TV commercial

Issued by [Grey Africa](#)

10 Feb 2023

Amarula, South Africa's number 1 cream liqueur and the world's first and only cream liqueur made with real marula fruit spirit, has released a new global TV commercial. "It is a true reflection of Amarula and the Spirit of Africa that ripples throughout the world and explores the versatility of Amarula," says Amarula's marketing manager, Banele Msimanga. "It's African Spirit in a bottle that opens a world of opportunities and sharing."



The Amarula story starts with the marula fruit. It's this special fruit that grows only in sub-Saharan Africa, harvested once a year during Africa's summer and shared by the local community that sparks Amarula's African spirit - a spirit of warmth, generosity, optimism and sharing. It's made for the world, born from African sun and soil. The new TV commercial was shot in partnership with bespoke agency Liquid, operating out of Grey Advertising Africa, and directed by Kyle Lewis of Egg Films.

"We were tasked with creating meaning around Amarula that would speak to a global audience, to start the conversation around 'marula spirit' as universal - reflecting the African spirit of sharing and togetherness," says Felix Kessel, executive creative director at Liquid (Grey Advertising Africa).



"It's an energy that ripples out into the world. We talk about Amarula being a sunshine brand - an optimistic brand - and whoever it touches feels that little bit of African warmth and optimism. The new commercial needed to tell Amarula's story on a deeper, more impactful level, demonstrating the African spirit that is at the heart of the brand's activities around the world. The second layer beneath the portrayal of this wonderful spirit is showcasing the versatility of Amarula - a delicious, one-of-a-kind drink that can be enjoyed and shared in so many ways and in so many different settings," adds Kessel.



The commercial will be aired across the world <https://youtu.be/qS43TCE1dAQ>, with the South African version featuring the hit song *Suited* by Shekinah. Amarula is available in over 100 countries in different variants that include the original Amarula Cream, Amarula Raspberry Chocolate, Amarula Vegan, Amarula Ethiopian Coffee and Amarula Chocolate. This delicious cream liqueur is ideal for everyday moments and celebrations. Raise a glass to a truly global African brand that is sharing its African spirit with the world.



Amarula Cream, Amarula Raspberry Chocolate, and Amarula Ethiopian Coffee are available at all leading South African liquor and retail outlets.

To learn more about Grey Advertising Africa, visit <https://www.grey.co.za> or follow them on social media.

Facebook: <https://www.facebook.com/GreyAfrica>

Twitter: <https://twitter.com/GreyJHB>

LinkedIn: <https://www.linkedin.com/company/greygroupameal/>

- " **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024
- " **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024
- " **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023
- " **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023
- " **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

**Grey Africa**



Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>