

MEDIA RELEASE
DRAFTFCB SOUTH AFRICA



A 'Cooking Bear' Joins *The Keep Flying* Campaign

A 'Cooking Bear' has become the latest South African concern to join the *Keep Flying* campaign, an initiative which aims to encourage South Africans to unite behind the country's flag after the final whistle blows at the 2010 World Cup.

A restaurant in the Natal Midlands run by husband and wife team, Peter and Cathy Hall (he's the bear, being 'bear-shaped' he says, while she's the chef), the Cooking Bear is not a big brand in a South African context, but is well-known among travellers to this beautiful region.

It leads the growing pack of smaller companies or SMMEs, who have added their voice to that of the bigger brands who have responded to Drafftcb's call for the country to prove international research wrong, and demonstrate that South Africa can, with one spirit, do anything going forward.

Research unearthed by the advertising agency had shown that all host nations suffer from post-World Cup depression. Not only are individuals affected, business confidence slumps.

In addition to adding the campaign's logo to their web site and their newsletters, Hall said he, his wife and their small team will be taking a moment every day to reflect among themselves what makes them proud to be South Africans, and why they believe the country can achieve anything.

"My list is already long," he said. "For example, South Africa commissioned a slew of stadiums and built them on time; Wembley Stadium in the United Kingdom was delivered over two years late with huge cost overruns. Be proud South Africa.

"Secondly, our assistant cook's 6-year old son – who is obsessed with soccer – stayed up late every evening to watch Bafana Bafana saying he couldn't sleep, not while his nation was playing. Such patriotism in someone so young should inspire us all.

"And, thirdly, his response when South Africa was kicked out of the cup? 'I'll support Paraguay, of course, because they are staying in the Midlands'. What a diplomat, what an ambassador! He taught me something there and then, and I want to remember that lesson.

"No need to carry on – you get the picture. For us, *Keep Flying* is all about the small things, the details, and the interpersonal opportunities that the success of this World Cup has offered us all. It's time to make it a habit to look for the silver lining, to avoid pessimism. Keeping the flag flying will remind us of that."

Any company – large or small – wanting to incorporate the *Keep Flying* initiative into their own marketing campaigns can obtain the necessary artwork and accompanying details by visiting www.keepflying.co.za. This easy to navigate web site features several sections, including:

- [how to get involved](#), either as an individual or a company;
- marketing collateral, [such as a copy of the logo device or an email signature](#),
- and [a list of companies that have pledged](#) to become involved.

Ends

Caption:

The team from the Midlands restaurant, Cooking Bear, get together to celebrate the World Cup.

