

CHA TIME AUSTRALIA LAUNCHES PROVOCATIVE NEW TELEVISION AD IN AUSTRALIA

Cha time Australia, part of a global iced tea chain operating in 26 countries around the world with over 1,100 locations, has hit the market with a new TVC.

CREMORNE, VICTORIA, AUSTRALIA, April 26, 2016 /EINPresswire.com/ -- Cha time Australia, part of a global iced tea chain operating in 26 countries around the world with over 1,100 locations, has hit the market with a new TVC, poking fun at one of the world's most idiosyncratic leaders.

The advertisement called "storm in a teacup" leaves little doubt as to whom its protagonist is supposed to be; the cheeky new ad aims to offer up Cha time as the way to soothe even the most savage of dictators.

Peasants offering up gold and valuable possessions are no match for the brave chap who introduces the despot to the delicious cup of Cha time. The evil oppressor turns into a puppy dog once he tastes Cha time dancing, singing and playing games with the somewhat terrified pauper.

Everything goes swimmingly until the tyrant runs out of Cha time – cue the next indigent game enough to approach the feared leader.

Speaking about the TVC, Cha time General Manager Carlos Antonius said, "Cha time isn't your typical iced tea – it's a fun twist on iced tea that appeals to people with a sense of adventure. It's a little bit cheeky, a little bit fun and certainly not what you'd expect from an iced tea – just like the Cha Time brand.

The TVC, created by The Sphere Agency, Melbourne, Australia is the latest element of Cha time Australia's new brand platform, "you've never had iced tea like this before". The development of the platform was led by Cha time's desire to broaden the appeal of the brand by educating audiences that Cha time is simply iced tea with a fun twist.

The Sphere Agency Executive Creative Director and Founder Michael Abdel said, "it's been a joy to work with Cha time. The brand is brave enough to embrace their target market's bold, fun-loving attitude."

The TVC will air nationally from this week.

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