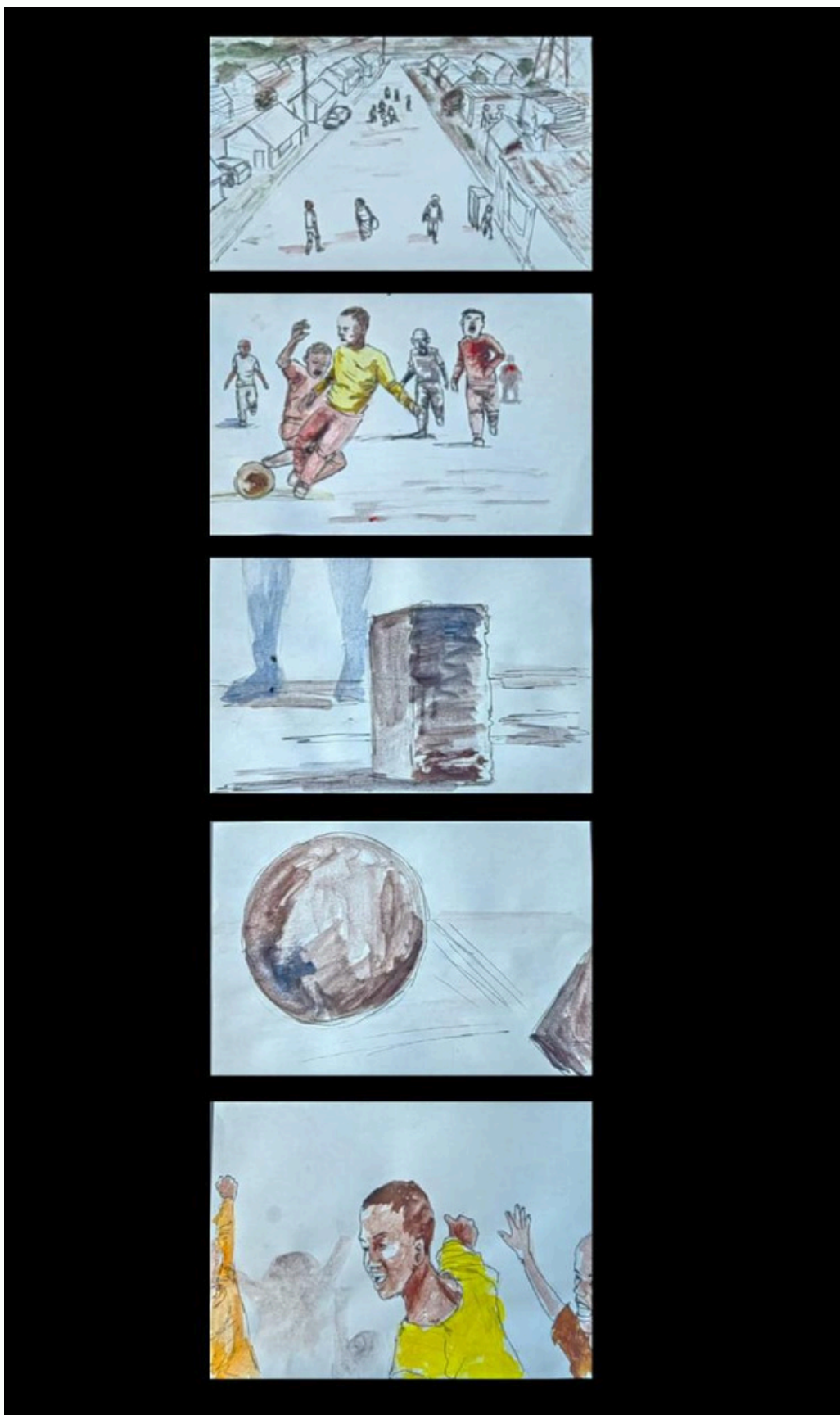




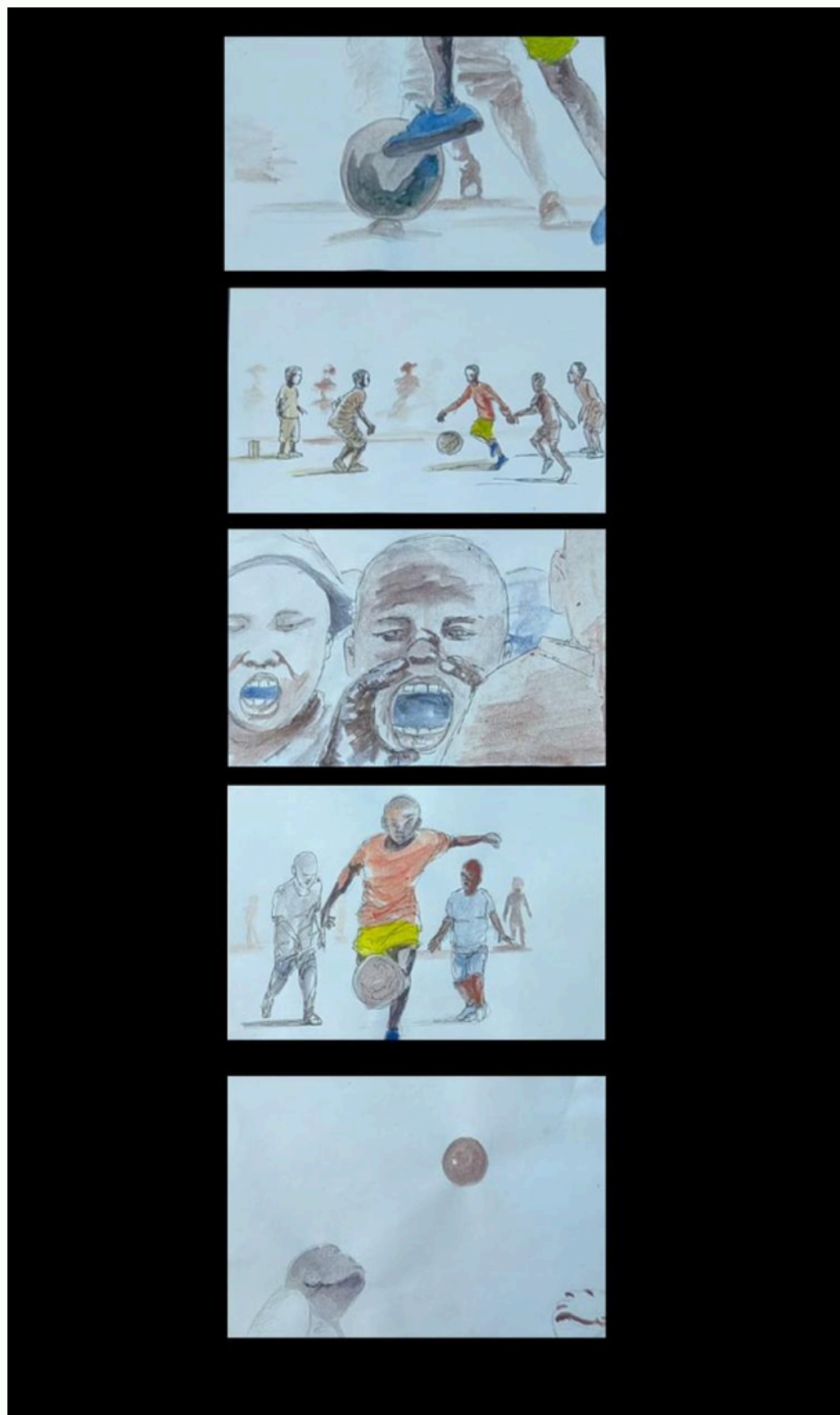
NOTHING EVER STOPPED US

The concept celebrates 30 years of democracy in SABC Sport football by promoting the 2024-25 league season with a nostalgic theme.

The story follows a street soccer game where kids master distinctive dribbling techniques, drawing inspiration from soccer legends of the 90's. Their skills reflect the unique dribbling moves of icons such as Bashin, Fani Madida, Zane Moosa and more, blending nostalgia with youthful enthusiasm of South African soccer.

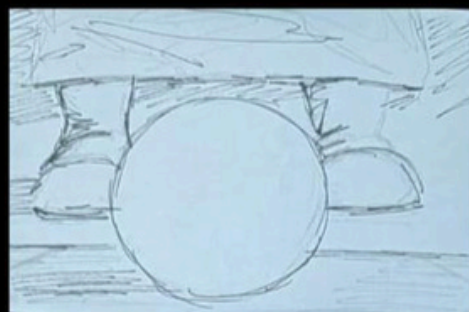
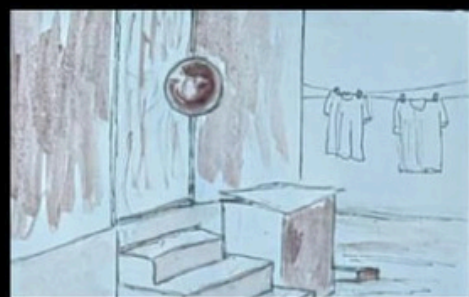


Opening shot rolls over a township street where people who live there are going on about their daily lives. All the boys of the neighborhood are out playing street soccer.



child supporters scream out legendary soccer names from the top of their voices as each boy takes out their dribbling prowess. "Mark Williams, Shane McGregor, Botende Eshole" you name them

One boy kicks the ball astray

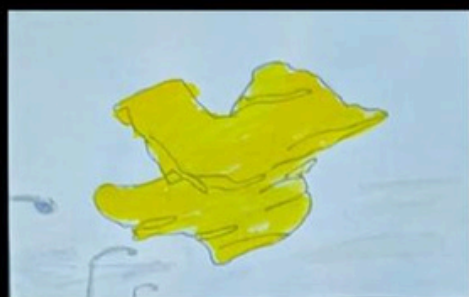


One boy kicks the ball astray. It flies into the most notorious yard "Kwa Mama DS" and bangs her door

All the boys know, its game over for them.

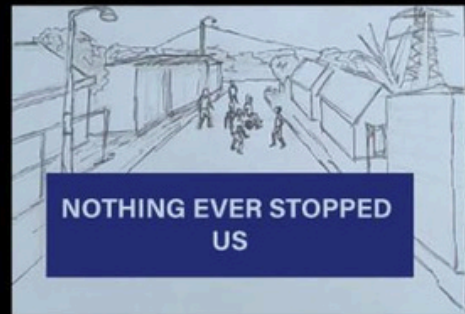
She picks up the ball, tucks it under her arms and shuts the door.

The game is over. All the boys start changing their soccer boots into normal shoes and walk away



But one of the kids comes up with a plan. he starts foraging newspapers and plastics trying to form a new soccer ball.

In a series of mystery angles, we travel with him, capturing his silent but internal excitement.



We move on in him as he maneuvers the newspapers and plastics to eventually create a soccer ball.

The other kids are leaving as he yells "Magents" They all turn at almost the same time.

"Nayi idiski bafethu"

He tosses the ball at them. The game continues...

NOTE:

The newspaper cutouts are intentionally designed to include logos from leagues in 2024, appointment times, and dates of various seasons on the channel.

EITA DAAR!!!

