

THE WORK 3

NEW CAMPAIGNS THE WORLD

Send your campaigns to john.tylee@haymarket.com

PepsiCo | Good deal | Global



Credits

Project Good deal
Clients Simon Lowden, Richard Lee, David Foulds, marketing executives, PepsiCo
Brief Promote the desirability of Pepsi
Creative agency CLM BBDO
Writer Vincent Pedrocchi
Art director Cedric Moutaud
Media agency n/s
Media planner Chris McCarthy
Photographer Vincent Dixon
Retouching Kilato
Exposure Magazines and outdoor globally, except North America

The lowdown

Pepsi has returned to print with a new campaign taking a tongue-in-cheek look at what people might be prepared to give up for a can of the cola. The campaign comprises three print executions from CLM BBDO in Paris, the worldwide creative and strategic lead agency on the account outside North America. In each ad, a character swaps his can of Pepsi for a dream situation. One features a young geek swapping his Pepsi with a lifeguard for the chance to give mouth-to-mouth resuscitation to a bikini-clad girl. In another, a monkey exchanges his Pepsi for the keys to a lorry-load of bananas. In the third, a young man swaps his can for the chance to ride in a space shuttle. The ads are the work of the New York-based British photographer Vincent Dixon.

Gallo | Together | US



Credits

Project Together
Client Stephanie Gallo, senior director of marketing, Gallo
Brief Celebrate Gallo's 75th birthday by emphasizing its role in family occasions
Creative agency BBDO West
Writer Michael Barti
Art director Heward Jue
Media agency Mediaedge:cia
Production company Tool of North America

Director Harry Cocciolo
Editor Hank Corwin
Exposure National TV

The lowdown

Gallo, a pioneer of TV wine advertising in the US, has returned to TV in its domestic market for the first time in a quarter of a century to celebrate its 75th birthday. The company has remained a family owned and operated business since its launch in Modesto, California by the brothers Ernest and Julio Gallo. In the new campaign, it emphasises that fact under the theme: "We're all family." Shot in black and white by BBDO West, the spot features family and friends coming together and the part that Gallo wines play on such occasions. Gallo is currently the biggest wine exporter in the US, selling its products to 85 countries. It is regarded as the first company to have introduced modern brand management and merchandising into the wine industry.

British Airways | Hyderabad launch | India



Credits

Project Hyderabad launch
Client Daniel Lloyd, marketing and communications manager, British Airways
Brief Launch the British Airways route from Hyderabad to North America
Creative agency Bartle Bogle Hegarty Asia-Pacific
Writers Peter Callaghan, Zayed Siddique
Art director Rashid Salleh

Planner Kelsey Hodgkin
Media agency ZenithOptimedia UK
Media planner Maya Epstein
Photographer Cactus Studio
Retouching Cactus Studio
Exposure National press, outdoor

The lowdown

Traditional Indian art is being featured in a British Airways campaign launching its new route from Hyderabad to North America. Bartle Bogle Hegarty Asia-Pacific created the press and outdoor campaign launching the service, which will offer at least five flights a week from the end of the month. Hyderabad, India's sixth-largest city, is the capital of Andhra Pradesh, as well as being an important IT and manufacturing hub. The campaign features the traditional Indian art form of rangoli, which uses coloured ground rice powder to create vibrant patterns. The work in the ad is by the rangoli artist Vijaya Mohan, who is in the *Guinness Book of Records* for the largest rangoli ever created.

Direct Insurance | Murphy | Israel



Credits

Project Murphy
Client Direct Insurance
Brief Promote Direct Insurance's catastrophic coverage
Creative agency Shalmor Avnon Amichay/Young & Rubicam, Tel Aviv
Writer Matan Yedidya
Art director Tani Zipper

Planners Hila Tamir, Zohar Reznik
Media agency Mediaedge:cia
Production company Og
Director Ranni Carmeli
Exposure National TV, cinema

The lowdown

Murphy, the character who inspired Murphy's Law (anything that can go wrong will go wrong), has been brought to life by an Israeli insurance company to promote its so-called "catastrophic coverage". The need for a "catastrophic" policy, intended to cover unpredictable damage, is underlined in a commercial featuring clips from Murphy's life and all the disasters that follow him around as he is born, grows up and finally arrives in Israel.