



More chocolate anyone???

Or maybe a savoury cracker snack followed by some fast paced Formula 1 action? It's all here in this Play Room update. See you soon.



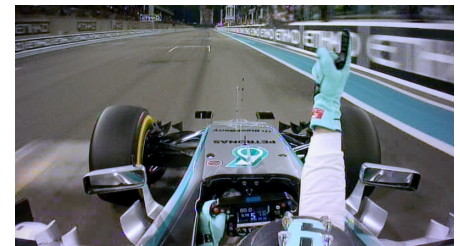
Asda- Adam and The Glue Society (Gary Freedman) combine with delicious effect to realise ASDA's giant Easter vision.

Making the most of a fresh, new approach by ASDA, Adam and Gary steer an enormous chocolate hen through suburban streets, under



Jacob's - Mini Cheddars - Adam does a crackin' job for Grey with The Glue Society (Gary Freedman)

Adam cuts 30 seconds of quirky cracker goodness for Jacob's Cream Crackers, directed by The Glue Society (Gary



C4 - Formula 1 - Nick Allix picks up speed with Alex Boutell for Channel 4's Formula 1 coverage

Nick and Alex team up once again to introduce C4 as the new F1 broadcaster. Using "on-board" and driver POV footage from the last few

passovers and onto the roof of ASDA HQ, where employees and public alike wait in giddy anticipation of her first bowel movement.

A remarkable level of realism has been achieved in this 60 second spot; the movement of the bird and eye line of the actors are all spot on, while the tension is playfully real. And that chocolate egg looks as mouth watering as anything you will find on the shelves this weekend.

Frame Store's amazing team of animators, composers and flame artists bring the chocolate hen to unbelievable life in this egg-stravanganza (sorry, I couldn't hope it) for VCCP.

Easter never looked so good.

Freedman) through Independent Films for Grey London.

The crackers aren't normal, why should the ad be? With that settled, cue the singing product.

It doesn't take long for the human stars of this spot to accept their snacks are banging out Bonnie Tyler's karaoke classic 'Total Eclipse of the heart', and even less time to join in. Spot-on casting, art direction and performances make this an instant classic. Even mum's gesturing in the background adds to the overall texture of this piece.

Jacob's have a storied history of off-beat, zany commercials (the Noddle Grungers of Upper Waller, anyone?); this latest episode is a feather in the cannon. Wait... what?

Just try and get that song out of your head.

years, Nick and Alex decided to put the viewer in the driving seat to thrilling effect, including the obligatory pit-stops, overtaking and crashes. The soundtrack pushes us on to the final victory, although (unfortunately?) we are not allowed the joy of shaking that huge champagne bottle and spraying it everywhere.

Something I have never understood - just drink it surely?? It must be a boy thing...

Nick also cut several idents using Fleetwood Mac's now iconic track.

All in all it's been quite a revved up few weeks in here!

Look out for others in
the campaign.



That's all folks!

If you want to know more about this work, or to book the lovely Adam, Nick or Alessandra for your next job, please give us a call on 020 7437 0196
or email me
lisa@theplayroompost.com

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)
*Copyright © 2016 *The Play Room Ltd, All rights reserved.*