



7TH NOVEMBER 2011

IVAN BIRD - SKY MOVIES

90" TV AND CINEMA SPOT VOICED BY SIR MICHAEL GAMBON

SKY MOVIES TODAY UNVEILS ITS CROSS-PLATFORM CHRISTMAS CAMPAIGN, LEADING WITH A 90" TV AND CINEMA ADVERT.

DIRECTED BY ACCLAIMED CINEMATOGRAPHER IVAN BIRD (*SEXY BEAST*, *GUINNESS SWIMBLACK CAMPAIGN*), THE ADVERT WILL PREMIERE TODAY, WITH THE CAMPAIGN ALSO RUNNING ACROSS OUTDOOR, PRESS AND ONLINE.

THE TV AND CINEMA CAMPAIGN FEATURES THE RANGE OF MOVIES COMING UP OVER CHRISTMAS ON SKY MOVIES AND POINTS TO THE AVAILABILITY OF SKY MOVIES ON DEMAND AND ON THE GO, WITH THE CREATIVE FOCUSING ON THE EMOTIONAL CONNECTION AND SHARED ENJOYMENT FAMILIES TAKE FROM MOVIES. SHOT IN PRAGUE AND VOICED BY SIR MICHAEL GAMBON, IT COMBINES A SIMPLE NARRATIVE WITH SPECTACULAR SPECIAL EFFECTS TO BRING TO LIFE THE ROLE THAT SKY MOVIES PLAYS IN BRINGING PEOPLE TOGETHER DURING THE FESTIVE PERIOD.

THE ADVERT OPENS WITH A FATHER, PLAYED BY ACTOR JASON THORPE (*LITTLE DORRITT*, *HOLY FLYING CIRCUS*), FINISHING HIS WORKING DAY AND PROMISING HIS DAUGHTER OVER THE PHONE THAT HE WILL BE "HOME BY BEDTIME". HIS CHARACTER THEN EMBARKS ON HIS MAGICAL JOURNEY HOME WHICH LEADS HIM THROUGH A SERIES OF UNFORGETTABLE MOVIE MOMENTS, BRINGING HIM FACE TO FACE WITH CHARACTERS AND CREATURES FROM A RANGE OF KEY TITLES AVAILABLE ON SKY MOVIES THIS CHRISTMAS, INCLUDING *HARRY POTTER AND THE DEATHLY HALLOWS - PART 1*, *GULLIVER'S TRAVELS*, *THE KING'S SPEECH* AND *IT'S A WONDERFUL LIFE*.

IN ORDER TO ENSURE THE SEAMLESS TRANSITION OF THE ADVERT FOOTAGE WITH THAT OF THE ORIGINAL FILMS, GREAT CARE WAS TAKEN DURING PRODUCTION TO CLOSELY MATCH CHARACTERS' EYE LINES AND REACTIONS, LOCATIONS, LIGHTING. WHEREVER POSSIBLE, THE CREW USED THE SAME CAMERAS AND FILM STOCK AS THOSE USED IN THE ORIGINAL FILMMAKING PROCESS.

NAOMI GIBNEY, DIRECTOR, MARKETING AND COMMUNICATIONS, SKY NETWORKS, COMMENTS:

"MOVIES ARE OFTEN AT THE HEART OF A FAMILY'S CHRISTMAS AND THIS CAMPAIGN CAPTURES OUR PASSION FOR DELIVERING OUR CUSTOMERS THE BEST MOVIES AND COMPLETE FLEXIBILITY OVER WHERE AND WHEN THEY ENJOY THEM. SKY MOVIES IS COMMITTED TO PROVIDING THE BEST IN-HOME MOVIE EXPERIENCE AVAILABLE, WHICH MEANS FOCUSING ON GREAT MOVIES AND GROUND-BREAKING INNOVATIONS LIKE 3D, HD, VIDEO ON DEMAND AND SKY GO. THIS CREATIVELY AMBITIOUS CAMPAIGN HAS INVOLVED CLOSE COLLABORATION WITH OUR STUDIO PARTNERS TO CREATE A FANTASTIC PIECE OF WORK THAT PERFECTLY DEMONSTRATES THE QUALITY OF THE MOVIES WE OFFER".

RATTLING STICK

DIRECTOR IVAN BIRD ADDS:

“FOR ME, THE KEY TO THIS PRODUCTION WAS GETTING AS CLOSE AS WE COULD TO THE ORIGINAL FILM STOCKS; UNDERSTANDING THEIR CINEMATIC LANGUAGE AND USING THIS TO CREATE A CAMPAIGN WHICH BLENDS MAGICAL MOVIE MOMENTS WITH THE EVERYDAY MOMENTS WE HOLD DEAR TO OUR HEARTS. THE RESULT IS A MINI-MOVIE WHICH CAPTURES THE SIGNIFICANCE OF THE ROLE FILM PLAYS IN OUR DAY TO DAY LIVES, PARTICULARLY AT THIS TIME OF YEAR.”

THE SKY MOVIES CHRISTMAS CAMPAIGN WAS PRODUCED BY WCRS&CO, PART OF THE ENGINE GROUP, WITH MEDIA PLANNING HANDLED BY MEDIACOM.

-ENDS-

FOR MORE INFORMATION:

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NOTES TO EDITORS:

PRODUCTION CREDITS

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CREATIVE: KATY HOPKINS AND STEVE HAWTHORNE
DIRECTOR: IVAN BIRD
PRODUCTION COMPANY: RATTLING STICK
PRODUCER: LUCY SHERWOOD
AGENCY PRODUCER: ELIOT LISS
DOP: IVAN BIRD
EDITOR: QUIN WILLIAMS, TENTHREE
POST PRODUCTION: DANNY ETHERINGTON, HARRY JARMAN, ROD NORMAN & FERGAL HENDRICK AT GOLDEN SQUARE
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