



## Press Release

devilfish

Date July 2011

### devilfish creates TV spot for BBC Radio 4 science program

Creative agency devilfish has created a TV spot to promote the new science series on BBC Radio 4. The challenge was to find a route that wouldn't be off putting for regular listeners but which had a fresh approach that would appeal to a younger audience not familiar with Radio 4.

The idea started with the end line 'Science Comes Alive on BBC Radio 4'. We wanted to create an animation that would convey a sense of emotion and sympathy through anthropomorphism. We thought it would be fantastic if we could capture that with a little magic of our own and a humble radio receiver.

The team was lead by Creative Director Lee Edwards, the director was Sonja Phillips and animation was created from Alice Dunseath - one of the animators on 'The Fantastic Mr Fox'.

**Ed Edwards, Executive Creative Director of devilfish, commented:**

"With this film, we wanted to create some magic for Radio 4, and we are extremely pleased with the final animation. The characters were brought to life in a beautiful emotive way with a hugely talented team."

**Kirsty Mullan, Creative Marketing Executive, BBC said:**

["need a quote from Kirsty"](#)

**Credits**

Agency: devilfish

Executive Creative Director: Ed Edwards

Creative Director: Lee Edwards

Producer: Kate Bush



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*Notes to Editors*

**About devilfish creative**

devilfish is a boutique creative agency based in London that prides itself on providing brilliant creativity that stands out from the crowd and delivers immediate results.

Simple, human insights transformed into innovative ideas, building mutually rewarding friendships between brands and their audiences.

Key clients include Kelly's Cornish Ice Cream, BB&R, National Geographic, Discovery, and UKTV.

