

The high street's largest phone retailer Carphone Warehouse has launched a new TV campaign. The work promotes CW as *the* place to go for upgrades and Christmas offers.

The campaign opens with "Something wonderful", a 60s spot that shows a young man being taken on an incredible journey by a store assistant. As they explore the world of upgrades, they find themselves scaling skyscrapers, flying through a magical forest and soaring into space on jetpacks.

The ad was created using a mixture of elaborate set-builds, stuntwork and post-production effects and shot over four days at Elstree studios.

The Christmas spots will run in tandem and use the same magical spaces and theatrical effects. The opening ad "Presents" features a chain reaction of exploding gift boxes and promotes a £200 gift card available with certain phones.