

RATTLING STICK

SPECSAVERS - SAUNA

Specsavers Creative has collaborated with Gordon Ramsay, and top commercials director, Daniel Kleinman, for their latest TV campaign, which will air on national TV on Sunday 16th October 2011. Although principally aimed at the over-45s varifocal market, the campaign uses Specsavers' amusing trademark 'Should've' to entertain all ages.

'Sauna' sees a short-sited man walk into what he thinks is a sauna. He innocently takes off his towel just before the steam clears and is met with the dreadful realization that he is actually naked in a hotel kitchen, and not just any kitchen, but Gordon Ramsay's. The celebrity chef furiously appears through the mist, much to the shock of both men and the entertainment of the viewers.

Rattling Stick's Daniel Kleinman had previously directed two earlier award-winning Specsavers commercials – 'Eerie' and the 2010 Lynx 'Billions' spoof, 'Specs Effect'. The creative team - Bourgourd and Brush, chose Kleinman to steer this latest campaign because "he's a master of comedy and he makes the whole creative process very collaborative." They also explained why Gordon Ramsey was so perfect for the script, where the concept was essentially finding yourself naked in public, due to bad eyesight "we thought, what could be worse than mistaking a kitchen for a sauna? And the answer had to be mistaking Gordon Ramsay's kitchen for a sauna."

PRODUCTION CREDITS:

Project name: Sauna TVC

Airdate: Sunday 16th Oct 2011

Client: Richard Holmes, Marketing Director @ Specsavers

Brief: To promote free varifocals lenses offer

Creative agency: Specsavers Creative

Creative director: Graham Daldry

Copywriter: Simon Bourgourd

Art director: Neil Brush

Agency producer: Sam Lock

Media agency: MEC

Talent search agency: Finch & Partners

Production Company: Rattling Stick

Director: Daniel Kleinman

Producer: Johnnie Frankel

DOP: Franz Lustig

Production Designer: John Ebdon

Artist: Nick Wilton

Editor: Julian Tranquille @ cut and run

Post-production: Framestore

Audio post-production: Owen Griffiths @ Jungle

Exposure: National UK & ROI TV