

## **Federer excellence in a new commercial for Jura**

Multiple Grand Slam Winner Roger Federer is the star of the new beautiful coffee dripping commercial for Jura coffee machines.

The commercial was shot on set, and all backgrounds were later replaced by a CGI warehouse, influenced by the architecture of the Gare du Nord station in Paris. To add a touch, the entire commercial was coffee colored and 60 thousands CG coffee glasses were added.

### **Credits**

Client: Jura

Director: Andreas Hoffman

Agency: Publicis (Zurich)

Production Company: PANAM-film (Zurich)

CG & VFX: Gravity (Tel Aviv)

Chief Creative & VFX Supervisor: Ilan Bouni, Gravity (Tel Aviv)

Head of 3D & Compositing: Yoav Savaryego, Gravity (Tel Aviv)

Head of Art & Design: Israel Breslev, Gravity (Tel Aviv)

DOP: Jean Poisson

Editor: Sven Budelmann

View the commercial on [Gravity's website](http://www.gravity.co.il/work/gravity-classics) <http://www.gravity.co.il/work/gravity-classics>

View the Making-of of the commercial - <http://www.gravity.co.il/work/making-of#/jura-coffee>

View the commercial + MO using [Wiredrive](http://gravity.wiredrive.com/)

<http://gravity.wiredrive.com/|/e/?presentation=8640bb3e73aadacf78ea99a7f03385f5>

View the commercial on [VIMEO](https://vimeo.com/40928069)

Commercial - <https://vimeo.com/40928069>

Making of <https://vimeo.com/40923185>

Download the commercial + MO from Gravity's [FTP](ftp://ftp.gravity.co.il/)

<ftp://ftp.gravity.co.il/> user + password: jura

### **About Gravity:**

Gravity is an international creative, content and brand communications company with proven expertise in three integrated business groups: Features, Commercials and Digital. With 250 talented professionals across offices in Tel Aviv, New York and Los Angeles, the company is a widely renowned generator of high-end visual effects, creative content, motion graphics, animation and digital strategy. Gravity's powerful combination of innovation and design are consistently aligned to help brands drive meaningful, dynamic connections with consumers - whether they experience them via television, cinema, websites, social media or mobile applications. Gravity benefits creatively from both eastern and

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western influences as sources of inspiration, culture and talent pools, thus conveying a unique zest to each project.

Gravity collaborates internationally in order to share resources and creative ideas. Loyal clients include: Coca Cola, Schweppes, Carlsberg, Stella, Nestle, Danone, Emmi, Unilever, Nestle, Kimberly Clark, P&G, GE, ORANGE, Nokia and more. Agencies affiliated include: Y&R, BBDO, Publicis, Saatchi & Saatchi, Scholz & Friends, Grey, JWT, TBWA, McCann and many others.

For additional information, please contact:

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