



**KFC – “Feel the Krush” by Bastian Glaessner**



**Watch it here:** <https://vimeo.com/54761381>

**Credits:**

**Director:** Bastian Glaessner  
**Production Company:** Blink  
**Executive Producer:** James Bland  
**Producer:** Nick Glendinning  
**Production Manager:** Ellie Britton  
**Agency:** BBH  
**Creative Director:** Marc Hatfield  
**Creatives:** Tom Evans, Olly Courtney  
**Agency Producer:** Glenn Paton  
**DOP:** Federico Alfonzo  
**Art Director:** Elmi Badenhorst  
**Service Production Company:** Monkey Films  
**Editor:** Suzy Davies at Final Cut  
**Post Production:** The Mill  
**VFX:** The Mill  
**VFX Producer:** Ian Berry  
**Music:** 750MPH

**Blink.** 181 Wardour St, London W1F 8WZ. ph: +44 (0) 207 494 0747

**Press Release:**

Bastian Glaessner and BBH bring a crush of colour to the city for the new KFC spot.

In his new film with BBH celebrating the minty new Aero flavour of KFC's Krushems, Bastian takes to the streets of Cape Town with a living crush of colour. He decorates the city with an innovative blend of human graffiti and street dance, building vibrant sculptures from tangles of brightly dressed performers. Knitting together around trees, piling on top of moving bicycles and stacking themselves into human pyramids, the performers bring a jolt of unexpected cheer to the busy streets.

The spot marries DOP Federico Alfonso's laid back visuals with Bastian's avant-garde aesthetic and KFC's well-established, feel-good approach to advertising. The result is simple- a refreshingly fun spot that is surely set to spark outbursts of technicolor improv all around.





**Blink.** 181 Wardour St, London W1F 8WZ. ph: +44 (0) 207 494 0747