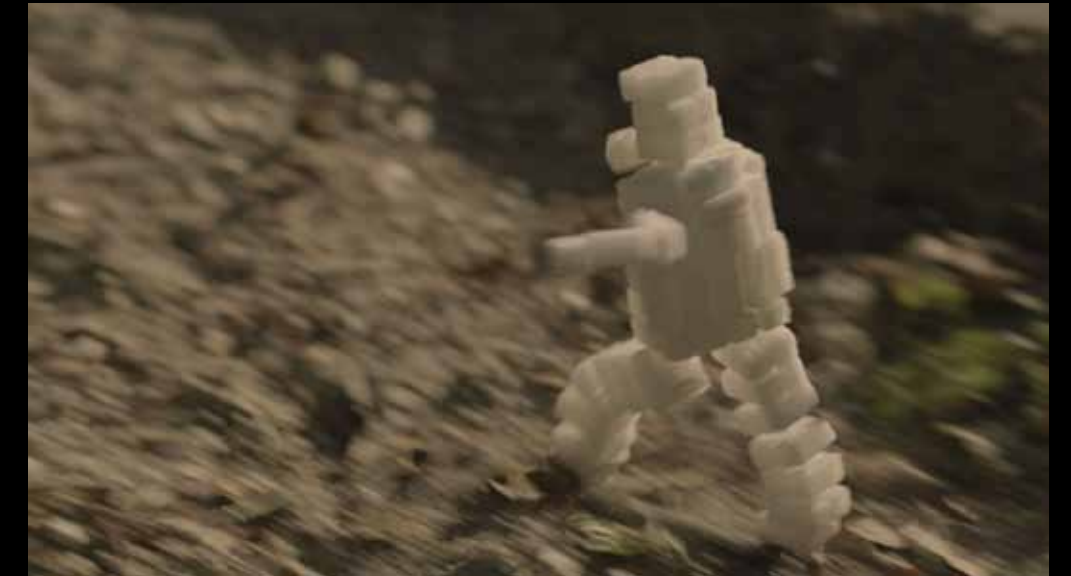




HOME SWEET HOME

The movie



Brief:

There used to be a time that Tiense Suiker WAS the Belgian sugar market.

But markets change. New competitors are headed for sweet Belgium. So it was high time that Tiense Suiker reinforced its unique place in the heart of the Belgian people as a brand that oozes homeliness, simplicity, nostalgia and warmth.

Solution:

We all know the longing feeling for the warmth and security of our home. This is exactly what this movie is about. A mini roadmovie about a little sugar man who just wants to get home. We also set ourselves as a mission to tell the story as simply and honestly as we could. So no 3D or high tech cartoon hero, but a real sugar marionet, controlled by real puppeteers. This gives our hero his typical way of moving and his endearing character. In the movie we hitch along with a real little man in sugar, also symbolizing that little side of sugar we all have. We are all little creatures in a big world, craving sweetness and tenderness.

Results:

This honest way of filming and telling the story has struck a chord with the public. Reactions are nothing less than enthusiastic with all age groups. People even wrote letters to Tiense Suiker to express their appreciation. Some have also tried to rebuild T-Man, as he is called. To the people working at Tiense Suiker, T-Man has become a mascotte overnight, generating a lot of enthusiasm and good spirit at the company. It is clear: the T-Man saga has only just begun, and promises to become a very beautiful chapter in the history of Tiense Suiker.