

# RATTLING STICK

## **Rattling Stick, The Red Brick Road and Suzuki launch 'Have to Have it'**

The Red Brick Road has launched their first campaign for Suzuki since being awarded the business following the pitch in February.

The idea at the heart of the campaign is 'Have to Have It', born of the research that over half the people who test drive a Suzuki, buy a Suzuki.

Directed by Rattling Stick's Andy McLeod, the humorous ads communicate the absolute need to keep the car once you've driven it, by taking us on the never-ending test drive.

The 60" TV execution shows the dealer on a test drive, as time passes and the customer has still not returned the car, we see the dealer become caught up in the family's everyday life and witness him going on holiday with them and even being present at their baby's christening. The ad ends with the dealer at a family meal finally plucking up the courage to say 'I really think I should be going now', before cutting to the endline 'Once you try it, you have to have it.'

The campaign idea is also supported by a series of ITV Movies sponsorship idents directed by Rattling Stick's Austen Humphries in which we see a number of people driven to extreme measures as they find themselves unable to detach themselves from their Suzuki's following test drives.

The campaign aired on Monday 2nd July with a 60" TV.

### **Credits:**

Project name: Never Ending Test Drive  
Creative agency: The Red Brick Road  
Client & their job title: Rebecca Morrison - National Communications Manager  
Brief: Brand Campaign launch  
Creatives: Matt Davis and Richard Megson, Mark Slack and Gemma Phillips  
Business Director: Sophie Edwards  
Account Manager: Richard Williams  
Agency Planner: Paul Hackett  
Agency Producer: Charles Crisp  
Production Company: Rattling Stick  
Main Film Director: Andy McLeod  
Idents Director: Austen Humphries  
Producer: Kirsty Dye  
Director of Photography: Stuart Graham  
Editor: Saam Hodivala  
Post-production: Big Buoy  
Music (if composed/mixed): Money Mark – Tomorrow will be like today  
Audio post-production: Parv Thind – Wave Sound Studios  
Media Agency: 7 Stars  
Media Planner: Nick Maddison