



Press Release

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Pelephone; A Dream Wedding.

If you have always dreamed about having a white wedding, then this commercial may spark some memory to you. Fantastical and magical with a whimsical feel to it, director **Eli Sverdlov** has put his tailored stamp on this film, combining wonderful live action with some incredible post work from **Gravity** (Tel Aviv). Working closely with Creative Director, **Ilan Bouni** this commercial was carefully crafted and developed with **ACW Agency Grey (Tel Aviv) / Warshavsky & Adler Chomski**.

Shot on locations in Iceland and Germany, the creative direction, matte paintings, CGI elements (schools bus, maiden's butterflies dress and other elements) and compositing were all done in Tel Aviv by Gravity.

The past two years has seen the telecommunication brand Pelephone rise to award winning success with its campaign 'Welcome to Another World'. Tough to top, the team collaborated to make something even more spectacular this year creating an epic high-fantasy short-novels with strong cinematic scenes. This look is the new interpretation to the childish-naive style which has become so familiar with the brand in previous years and marinating the use of crafted CGI it depicts and narrates the concept of 'what happens when we dream' as the motif for the campaign.

With a narrative of it's own in the campaign, this commercial is the second of more to come. The first story depicting a little boy who oversleeps and misses a big opportunity at his school to dress as a bunny, taken from the tale 'The Bunny and the Turtle'.

This film illustrates a young maiden seeks her wandering groom. And a third episode in this series is expected later this year...

View the commercial through the Gravity [website](#)

Wiredrive download the commercial:

Download through FTP: <ftp://ftp.gravity.co.il>

user + pass: dream

Credits:

Telephone-	Dream campaign
Agency:	Adler Chomsky & Warshavsky GREY
Director:	Eli Sverdlov
Production Company:	Mulla
Executive Producer:	Gil Boraks
DOP:	Mano Kadosh
Editor:	Yair Tamir
CG & VFX:	Gravity
Chief Creative:	Ilan Bouni for Gravity
VFX Supervisor:	Yoav Savaryego for Gravity
Head of Art:	Israel Breslev, for Gravity
Original music:	Guy Amitai
Voice Over:	Colette Crespin

Notes for editors

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Colette Crespin:

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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 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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