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PRESS RELEASE:

### **'LOUIE THE FLY' RETURNS IN FRESHLY ANIMATED SPOTS**

Louie the Fly continues his reign on the silver screen in three new animated spots – *Crime Scene*, *Don't Fear the Spray* and *Locked Out*.

Last year, Louie amassed over 250,000 votes in a campaign to save the icon, proving he is here to stay. As one of Australia's most recognised mascots, Louie has been the face of Mortein pest control for over half a century. A villain with a reputation for charm, Louie's longevity and timeless appeal continues to define the brand.

The creative team at Havas Worldwide, led by ECD Steve Coll, developed new scenarios which were an enticing brief for long-term collaborators director Phil Meatchem and Cutting Edge VFX Supervisor Ron Roberts. "Louie is the loveable rogue we can't help but feel affection for", said Roberts. "Over the years we've developed and honed Louie, Cockie, Mozzie and this time, introduced a new bug, Spider. As Louie's adventures get more intricate, the visual style keeps moving us forward. The essence of Louie's cheeky verve has remained unchanged since his inception in 1962".

"It's always fun animating Louie and the gang", said Andrew Kimberley, 'Chief Louie The Fly Animator. "They brim with character, and it brings a smile to your face just posing them. It's a treat to bring this vibrant Aussie icon to life".

"After 50 years, Louie continues to move with the times. We've built a community of over 270,000 fans since introducing Louie to Facebook via last year's 'Kill or Save Louie' campaign. And on TV, Phil and Cutting Edge have done a fantastic job of updating Louie's look using the very latest animation techniques. As this latest campaign shows, there's plenty of life left in Louie", said Steve Coll, ECD Havas Worldwide.

#### **CREDITS**

Client: Reckitt Benckiser

Creative Agency: Havas Worldwide

Booking Agency: Zenith Media

Executive Creative Director: Steve Coll

Broadcast Producer: Melissa Petryszyn

Creative Group Head: Chris Johnson

Copywriter: Simon Fowler

Art Director: Nicole Hetherington

Production Company: Filmgraphics

Director: Phil Meatchem

Producer: Lee Thompson

Post Production & VFX: Cutting Edge

VFX Supervisor: Ron Roberts

Lead Animator: Andrew Kimberley

3D Artists: Khiem Huynh, Alex Goodwin, Rodrigo Guimaraes, Phil Jackson

Jake Hempson.

Flame Artist: Flame Artist: Scott Geersen (*Locked Out*, *Don't Fear the Spray*), Heather Galvin (*Crime Scene*)

Colourist: Scott MacLean

Editor: Joe Morris

Executive Post Producer: Sharon Pearson

Post Producer: Sarah Brown