



## TALKTALK'S NEW AD CAMPAIGN BY CHI&PARTNERS

### “Model Britain”

TalkTalk are building up to the launch of their new TV service by reinforcing their continued ambition to save the families of Britain money - on their phone, broadband and now on their TV.

Following on from last year's multi award-winning Homes within Homes ad, we have a new ad breaking on September 22nd.

Created by Monty Verdi & Micky Tudor and directed by Daniel Kleinman through Rattling Stick, the 60" Brand TV spot is set in a model village of Britain and continues the theme of A Brighter Home for Everyone.

Monty Verdi, CHI & Partners Creative Director said: "Our model village represents Britain itself, with all the various characters finishing a hard day's work and rushing off home to snuggle up with their loved ones in front of the box, on their laptop or calling friends and family. Danny Kleinman has given us a heart-warming film with a true sense of scale despite the fact that it's set in such a small world."

Set against the moving soundtrack of Annie's Song by John Denver, the film celebrates the role that all TalkTalk services now play in their customers' lives.

In the coming weeks after the launch TV spot, TalkTalk will start their through the line campaign leading with their disruptive pricing message across TV, outdoor, press, online, and direct mail.

For further information please call Katie Keith at Rattling Stick on 0207 851 2000.

#### **Credits:**

Project name: Model Britain

Production Company: Rattling Stick

Director: Danny Kleinman

Production Company: Rattling Stick

Production Company Executive Producer: Johnnie Frankel

DoP: Ben Davis

Post Production Company: Glassworks

Post Production Producer: Misha Stanford-Harris

Head of 2D: Duncan Malcolm

Lead Animator: Nick Smalley

Audio Post Production: 750mph

Sound Engineer: Sam Ashwell

Editor: Eve Ashwell (Cut and Run)

# RATTLING STICK

Client: Olivia Streatfeild and Zoe Vafadari  
Creative agency: CHI & Partners  
Executive Creative Director: Jon Burley  
Creative Team: Monty Verdi and Micky Tudor  
Planner: Sarah Clark and Sarah Mason  
Producer: Rosie Evatt  
Account Director: Charmaine Murray and Rob Crilley  
Media Agency: M/Six  
Media Planner: Marc Caulfield