

againstalldds join Passion roster as new Bank of America spot starring Popeye characters airs in the USA

Passion is thrilled to announce that revered Stockholm-based directors [againstalldds](#), aka Niklas Rissler and Derek Picken, have joined its roster of talent for UK and US commercial content representation.

Coinciding with the announcement comes the release of [Gladly Tuesday](#), a new commercial created by Boston advertising agency Hill Holliday for Bank of America, directed by againstalldds through Passion.

The 30-second spot voiced by Will Arnett was made in the style of the 1930s-era *Popeye* cartoon and stars several of its classic characters including Bluto, Olive Oyl, Popeye himself and J. Wellington Wimpy, who demonstrates the functionality of Bank of America's mobile banking app by 'gladly' paying his debts via his mobile phone and hence 'finally making good on his word'.

"We liked Popeye as children so it was really nice to get reacquainted with him," say Rissler and Picken. "We love the 1930s - 1940s style of animation at againstalldds and Popeye stands out as it's quite brutal in a very entertaining way."

"The biggest challenge was to integrate the phones into the style as they are so clearly anachronistic in the context," explain the directors, who used traditional animation techniques and thorough attention to detail to create the vintage aesthetic, which involved hand-drawing each frame and, after careful analysis, mimicking movement patterns and frame rates from the original cartoon. "After that it was a matter of taking it through an ageing process; scratches, desaturation, line bleed and such. It was very much a case of careful observation."

Simon Quinn, Producer at Passion adds, "againstalldds did some tests for the pitch and you almost couldn't believe they weren't from the 1930s. It's amazing that modern directors were able to recreate that classic style because for most it's a lost art."

To watch the spot click [here](#).

To watch againstalldds' reel click [here](#).

Full credits for the spot and more information about againstalldds can be found below. Attached are two stills from the spot and a picture of Niklas Rissler (right) and Derek Picken (left).

For more information or assets contact:
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Creative credits

Advertising agency: Hill Holliday, Boston, USA
Chief Creative Officer: Lance Jensen
Group Creative Directors: Spencer Deadrick/Dave Gardiner/Joe Fallon/
Will Uronis
Copywriter: Joe Fallon
Art Director: Will Uronis
Executive Producer: Brian Gonsar
Assistant Producer: David Shaw

Production Company: Passion, London, UK
Director: againstalldds
Producer: Simon Quinn
Line Producers: Manuele Cripps/Fritte Colliander
Designer/Art Director: Johan Idesjö
Key Animators: Kevin Grady/Niklas Rissler

About againstalldds

Production studio againstalldds was formed in 2003 by executive producer Josh Thorne and creative director Derek Picken, who directs film projects with Niklas Rissler. againstalldds is based in Stockholm in a studio accommodating upwards of 40 people and specialises in CG, 2D and stop-motion animation, contemporary illustration and live-action filmmaking for commercials, music videos and digital advertising. Design, communication and humour are priorities in all of its work. againstalldds' campaign for Tylenol through MacLaren McCann Toronto in 2005 brought the company worldwide attention among the creative community. Since then the studio has produced award-winning campaigns for clients including Coke Zero (W+K Amsterdam), which earned three Cannes Silver Lions in 2008, Jet Blue (JWT New York) and AIDES (Goodby Silverstein & Partners San Francisco). Recently againstalldds won the Public Choice Favourite Commercial prize at the British Animation Awards for its *WWF* spot *We Don't Farm Like This*. Other previous highlights include films through ad agencies around the world for clients including Vimto, Halls Naturals, Wendy's, GIO, Banamex, Uncle Ben's, King of Shaves, Vodafone, Surf, Mr. Clean and Mello Yello.

About Passion

Passion is a multiple-Academy Award and BAFTA-winning independent film production company with offices and animation studios in London, Paris and New York. We tell stories using every style of animation and live action imaginable across an unlimited range of media. Across Passion and Passion Raw, whose focus is on commercial content, and Passion Pictures and Passion Planet, who create feature films and science and nature programming; we

represent over 60 exciting directors from established names to emerging talent. Together this team delivers an enormous range of work including commercials, digital, shorts, feature documentaries, broadcast programming, music videos, computer games, websites and live events. Passion is well known as one of Europe's foremost animation commercials production companies. We have forged a reputation for producing ground-breaking music videos, commercials and live events that have caught the public's attention; from our 10-year collaboration with virtual band Gorillaz, to the hugely successful advertising campaign for Compare the Market. Our work has been honoured with many awards in the advertising world, picking up D&AD Pencils, Cannes Lions, British Arrows, British Arrows Craft Awards, Promax Gold Awards and APA's to name a few.

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