

Myhome.ie

Havas Worldwide

Credits:

Advertiser: Myhome.ie

TVC: Myworld. Myhome

Agency: Havas Dublin

Client Executives: Angela Keegan, Janet Stafford & Aideen Ennis

Agency Director: Tony Caravousanos

Creative Directors: Peter O'Dwyer & Judy O'Broin

Production Company: Piranabar

Director: Gavin Kelly

Producer: Dave Bourke

Media: John Urch / Mark James, Carat

Agency Broadcast: Suzanne Heneghan

Sound: Red Kid 'Happy'

Sound Studio: Mutiny

The Lowdown:

Myhome.Myworld: A new fully integrated campaign of activity supporting Myhome.ie, Ireland's leading property website. The campaign features breadth-taking images of properties filmed using a specialist Ladybug 5 camera delivering an imaginative 30 second Myhome.ie television commercial.

This commercial is a world-first: using cutting edge street-view camera technology bringing 6 panoramic images together into one epic world.

Shot over 16 hours across 22 locations in Ireland on the Ladybug 5, this street-view technology captured 1.8 GB of images per second (and a lot of painstaking post-production). Additionally a "making of" video featuring behind-the-scenes footage and interviews with the crew will be available to view on the Myhome.ie website

Go to town, explore the wilds, or stay local - wherever you want to rent, buy, live and work, you'll find thousands of homes @ one address at MyHome.ie.

