



FENTIMANS PUTS THE "ADULT" INTO THE SOFT DRINKS MARKET WITH THE LAUNCH OF THEIR FIRST EVER TV CAMPAIGN.

FENTIMANS, the family-owned soft drinks maker, have launched their first ever television commercial in their 109-year history. Maverick advertising agency Sell! Sell! have created the commercial, which celebrates Fentimans' status as "The Original Adult Soft Drink".

DIRECTED by *Fern Berresford*, the beautifully observed and cheeky 30" spot is set in a risqué and saucy Edwardian world, where Fentimans drinks are objects of desire lusted after by a series of unusual characters.

WE see a coquettish Duchess, voyeuristic Vicar, cross-dressing Judge, sadistic Dominatrix and manacled Policeman each fall for the illicit charm of a Fentimans.

THE commercial is brought to a happy ending with a feather duster tickling a bottle of Fentimans Curiosity Cola into an explosive climax.

SELL! SELL! Creative Director, *Vic Polkinghorne* said, "Our approach is to make our client's products the star of the show and their advertising the most distinctive in the category, and this commercial does just that. In every scene, Fentimans drinks are lusted after and lasciviously desired, and the irreverent attitude we've cultivated for Fentimans over the last seven years really comes to life on screen and will stand out a mile in ad breaks."

FENTIMANS Owner and Master Brewer, *Eldon Robson* commented, "Our products are unique, full-flavoured and very much an Adult Soft Drink with a real kick. We try not to take ourselves too seriously except when it comes to the care, attention and due diligence we take over the development and manufacture of our products. This risqué Edwardian world and the characters we've created with their illicit passions allow us to demonstrate the historical origins of the company from 1905 with our trademark irreverent approach. If it puts a smile on people's faces and encourages them to buy a Fentimans product, I cannot ask for any more."

CREDITS

Agency: Sell! Sell!

Director: Fern Berresford

Production Design: Mark Denton

Production Company: Coy! at Short Films

Director of Photography: Chris Sabogal

Editor: James Rosen — Speade

Post Production: Rushes

Music: Simon Bass — Pure Soho

Media Planning and Buying: TMS12

Media Spend: £500,000



THE ORIGINAL ADULT SOFT DRINK NOTE TO EDITORS:

ABOUT FENTIMANS

FENTIMANS, the Northumberland-based beverage company, began making soft drinks in 1905. 109 years later, the business is still in the hands of the Fentimans family and is owned by Master Brewer *Eldon Robson*, Great-Grandson of the founder *Thomas Fentiman*.

Their delicious beverages are created using the unique, traditional and time-honoured method of botanical brewing. Each and every one of their products is lovingly crafted by tumbling, steaming and simmering the finest all-natural herbs, spices and plant roots. This means that they deliver a rich and satisfying mouthfeel, invigorating taste and a superior hit of full flavour that you just don't get with other soft drinks.

All in all it makes for a more grown-up and adult soft drink.

For more information visit www.fentimans.com or call Alasdair McWhirter or Momiji Matsuura of The Ideas Network on 020 351 4719

ABOUT SELL! SELL!

SELL! SELL! is an independent London creative agency, often regarded as the ad industry's naughty step-child due to its outspoken attitude and anti-establishment approach. Formed in 2005 by *Andy Palmer* and *Vic Polkinghorne*, Sell! Sell! specialises in creating stand-out creative campaigns for a small number of like-minded, ambitious, independent brands. Sell! Sell! has been Fentimans agency of record since 2007 and since then they have helped to introduce this challenger brand to a wider audience and helped to fuel growth that has massively outstripped the market.

For more information visit www.sellsell.co.uk or contact Andy Palmer on 0207 0333 999

ABOUT FERN BERRESFORD

FERN BERRESFORD is an award-winning photographer and filmmaker whose distinctive work has garnered considerable praise and recognition across the industry. In recent times she has directed several commercials for clients such as Aldi, Ebay, Christian Aid and T-Mobile, music videos for artists including Little Comets and Diane Birch, and stills for clients such as Fiat, McDonalds, and Penhaligons. She recently won two British Arrows for Aldi 'Champagne' and a Creative Circle Award for Best Photography. *Fern* learnt her craft and earned her spurs under the tutelage of Mark Denton at Coy! at Short Films where she continues to operate.

For more information visit www.coy-com.com or email ellie@short-films.com