



Suzuki and The Red Brick Road launch Ant & Dec's Saturday Night Takeaway Idents on ITV

Saturday 20th February 2016 marks the start of the new series of Ant & Dec's Saturday Night Takeaway.

As part of a 2 year sponsorship deal, The Red Brick Road have created a series of 15 second, 10 second and 5 second Suzuki idents for the popular 90 minute TV show. The media deal was brokered by the7stars.

In the idents, we see a family settling down to enjoy some Saturday night entertainment - the twist being that the fifth member of the family is their much-loved Suzuki. When the family laugh themselves silly or pause for a much needed tea break, so too do their cars. Well, they are one of the family after all.

The Saturday Night Takeaway Idents perfectly capture the approachable and fun loving spirit of the Suzuki brand. Written to mirror the family-friendly entertainment that Ant & Dec are famous for, the strategy was to create a strong tie to the show's entertainment-driven content.

Matt Davis, Executive Creative Director at The Red Brick Road, said "We wanted to showcase the beauty of the cars - whilst demonstrating the fun and the personality of the brand. A great brief and we're delighted with the outcome".

Tammy Charnley, General Manager, Marketing, at Suzuki, said "This campaign builds on the fame and fun of the Ant & Dec partnership - putting Suzuki and all we stand for right at the heart of the Saturday night experience."

The idents were written by The Red Brick Road's Executive Creative Directors, Richard Megson and Matt Davis. They were produced by ITN Productions and directed by Barry Kimber.

END



About Suzuki Automobiles

Globally, Suzuki is a top ten car brand with production of three million units, 35 manufacturing facilities around the world and on sale in 192 countries. Looking to the future, Suzuki will launch its new Baleno model this summer, a new mid-sized family hatchback that is larger than the very popular Swift and is the first Suzuki to be available with a hybrid electric application.

For more information visit: www.suzuki.co.uk/cars

About The Red Brick Road

The Red Brick Road is an independent creative agency in London's Soho. Its clients include L'Oréal, Jägermeister, Yorkshire Building Society Group, Suzuki, Thinkbox and easyProperty.

Capabilities include Advertising, Digital, Social Media, PR and Data.

For more information, please contact David Miller at The Red Brick Road on 020 7575 7654

www.theredbrickroad.com

About ITN Productions

ITN Productions is ITN's bespoke production hub producing creative and commercial content for the corporate, commercial, broadcast and digital sectors. We produce multi-award winning commercials and digital branded content, working for major global brands including Lego, Suzuki, Barclays and IKEA. In 2014 ITN Productions adverts won 4 Gold Media Week Awards and the Grand Prix in addition to two Gold Cannes Lions. ITNP specialise in non-traditional commercials production, including live commercials, integrating social media into and innovative concepts offering full creative development in addition to production and post-production.

For more information visit: www.itnproductions.co.uk.

About the7stars

the7stars is the UK's largest independent media agency

We have built the UK's leading independent media agency by refusing to compromise when it comes to our approach to trading; talent recruitment and development; commitment to transparency; results driven approach and focus on innovation.

Our clients include Iceland, Dogs Trust, Hostelworld, Gumtree.com & Trainline.

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