

# campaign

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## THE WORK 5

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### PRIVATE VIEW CHIEF EXECUTIVE



**Jimmy Maymann, chief executive, GoViral**

After an advertising festival in Cannes featuring an abundance of work and ideas, followed by a summer break for us to distil and work it all out, having your work picked out and “grilled” in Private View now could make unpleasant reading.

So, are the brands and the ad agencies brave enough to read on?

**Johnnie Walker (3)** “the man who walked around the world” by Bartle Bogle Hegarty London really pinpoints what branding is all about: storytelling. The casting of the Scottish actor Robert Carlyle to tell the Johnnie Walker story while walking through the Scottish Highlands is sublime. Apparently, it was all, eventually, done in one shot, which just makes it even more impressive. It’s too long to work as a traditional ad, but fantastic as a short promotional brand video.

Problem: this is the worst possible time to launch this campaign. Like any brand, Johnnie Walker needs to be true to its heritage and there’s a disconnect between its latest plans to close down its plant in Kilmarnock, the very town where Johnnie Walker gave his name to the world-famous whisky in 1820, and this brand-building exercise.

**Hamelin Paperbrands (4)** “the wind” by Momentum UK targets students in its first TV campaign with an upbeat story about a young girl’s fantasies becoming reality as she writes them in her Oxford notebook. It’s a sweet little tale, but, in my mind, it raises two questions: will it be able to cut through the clutter that this target group is experiencing? And how will the campaign work online, where this target group is very active and vocal? After all, they can make or break this campaign by clicking, rating, sharing and blogging about it. The truth is that this target group is more advanced than this ad gives them credit for, as the likes of Lonelygirl15 and KateModern prove.

**Time to Change (5)** “schizo” by Miles Calcraft Briginshaw Duffy is a schizophrenia awareness campaign with two clips. The first film starts as a classic trailer for what appears to be a horror film called *Schizo*, but you soon realise that the main character, Stuart, is just a normal guy who happens to suffer from schizophrenia. The second shows the “schizo” Stuart happily entertaining a group of children at a birthday party. The cause is important, but both of the clips lack emotional appeal. They tried, but I think Stuart could have had a stronger voice. If they had built a stronger “insight” into the work, that really would have made me stop and think.

**The Guardian (2)** “podcasts” by Wieden & Kennedy London is using detailed collage illustration to tell a story about what you can expect to get from *The Guardian*’s seven different podcasts. It’s art meeting advertising done in an intelligent and interesting way. It teases me, which is what you would want your advertising to do to get consumers to try your product out. That said, I would have liked to see an equally good digital execution. You have to be in front of your computer to experience the podcast anyway, so it’s a very short call to action.

The **Daily Mirror (6)** “football” by Delaney Lund Knox Warren features iconic images of ten famous British football clubs emerging from filing cabinets. I like football, but am not the most dedicated fan, which could be the reason why this ad does not appeal to me at all. It simply didn’t spark my interest, and with Google around, most of the information that you need is only a click away already. So, what’s the “killer app” here?

**Stella Artois (1)** “*recyclage de luxe*” by Mother London is their new “eco-friendly” promotional campaign. It attempts to push its green credentials by highlighting the fact that the lager uses bottles made of 75 per cent recycled glass. I like the 60s feel of the ad and that’s about it for Stella and the rest of the ads for this week’s Private View.