

# campaign

23<sup>rd</sup> November 2009

The Work: Stella Artois 'le recyclage de luxe show' by Mother London

## THE WORK

Released: 23 November 2009

### Stella Artois 'le recyclage de luxe show' by Mother London



Stella Artois today launched a series of online films set in a fictional 1960s variety show, one of which features Florence and the Machine.

**Rating** Average Rating: ★★☆☆☆  
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The ads are part of Stella's 'Recyclage de luxe' campaign and were accompanied by a wraparound in the Metro this morning.

Video 1: *eco tips*

Video 2: *compostable*

Video 3: *hedge fund*

Video 4: *farming*

#### Credits

Creative Type: [Digital](#)  
Agency: [Mother London](#)  
Advertiser: [Stella Artois](#)

**Project name**  
Stella Artois Eco Recyclage de Luxe Show

**Client**  
Adam Oakley (UK Marketing Director),  
Andy Logan (UK Marketing Manager)

Video 5: *florence and the machine*


Video 6: *origami*

Video 7: *utopia*

Video 8: *sibourg*

Video 9: *le recyclable de luxe show*

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**Director**


Agustin Alberdi

**Editor**

Gus Hardman (Trim), Fassa (Golden Square)

**Post-production company**

Golden Square

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