

# THE WORK 2

## NEW CAMPAIGNS UK

### Sky HD | Fragments



#### Credits

**Project** Fragments  
**Client** Barry Skolnick, director, Sky  
**Brief** Convey the benefits of watching Sky in HD  
**Creative agency** Brothers & Sisters  
**Creative** Ross Parr  
**Post-production** UNIT  
**Audio post-production** 750mph  
**Exposure** National TV

#### The lowdown

Sky's latest ad uses footage from films, documentaries and dramas to demonstrate the visual power of high-definition television.

The ad, created by Brothers & Sisters, animates a selection of still images from footage from blockbusters including *Blood Diamond* and *Déjà Vu*, as well as documentaries such as *Hunter Hunted*.

The film, which breaks later this year, highlights details such as the flakes kicked up by tigers fighting in the snow, and the specks of dust and shards of broken glass that fly as Leonardo DiCaprio ducks out of danger in *Blood Diamond*.

The ad is the latest in a series that showcases the range of content available in Sky HD.

### Visa | Running man



#### Credits

**Project** Running man  
**Client** Mariano Dima, executive vice president, marketing and payment solutions, Visa Europe  
**Brief** Dramatise the role Visa plays in people's lives, taking the hassle out of financial transactions of any value, making life flow better  
**Creative agency** Saatchi & Saatchi

**Writers** Dave Henderson, Richard Denney

**Art directors** Richard Denney, Dave Henderson

**Media agency** Mediaedge:cia

**Production company** Partizan

**Director** Antoine Bardou-Jacquet

**Exposure** TV, viral, print, in-store

#### The lowdown

Saatchi & Saatchi's latest ad for Visa features a naked man running through the desert in a desperate bid not to miss his own wedding.

The hapless protagonist has been abandoned with nothing but his Visa card, in a stag party prank. As he runs from a salt plain through countryside and city, he uses his Visa card to buy boots, food, overalls, a ring, a suit and a haircut, before arriving at the church in the nick of time.

The endline is: "Life flows better with Visa."

The ad was directed by Antoine Bardou-Jacquet, and features music by the indie artist Whitey.