

# Mouse in Troubles because of a New Cheese Brand

*Advertising Campaign Designed for the United Kingdom Market*

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Fallon has launched its first campaign for the Kerry Foods-owned cheese brand Low Low.

The campaign introduces the brand character, a mouse, who traverses a sea of mouse traps to get to plate of LowLow cheese.

Agency: Fallon London  
Advertiser: Kerry Foods

Project Name: Mouse Trap  
Client: Phil Chapman  
Brief: To launch LowLow from Kerry Foods in the UK - a new lower fat mature cheese with 1/3 less fat than regular cheese, but with all the taste.  
Art Director: Gary Anderson  
Copy Writer: Tony Miller, Tony McTear  
Planner: Josh Gledhill  
Production Company: Outsider  
Director: dom & nic  
Producer: John Madsen  
Editor: Struan Clay  
Post-Production: MPC  
Visual Effects Supervisor: Jake Mengers  
Audio Post-Production: Wave  
Media Agency: Vizeum  
Exposure: UK

More Information at [www.fallon.co.uk](http://www.fallon.co.uk). Image and Video Courtesy of we are fallon - London