

# 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