

Fight For Kisses. Remastered

A Special Campaign from Wilkinson

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This video is about the old well known war between men and babies over the love of the women. The viral website exploits the Edipus Complex. On the animated website you can find an advergaming and this funny trailer that generated a lot of buzz throughout the blogs. You can order nice tattoos to impress your wife or girlfriend we suppose. This advertising campaign used a different angle for this market which is always a good point in a saturated advertising market. The site was created by 5emegauche and the advergaming by Ginger Studios. This commercial won numerous awards in 2007 and 2008.

Advertising Agency: JWT Paris, France

Art Director: Xavier Beauregard

Copywriter: Vincent Pedrocchi

Director: Akama Studios

Production: Wanda

Awards:

Epica Awards 2007

Meribel Ad Festival Winners Meribel Ad Festival Winners

Eurobest 2007 Eurobest 2007

Eurobest 2007 Silver Eurobest 2007 Silver

Meribel 2007 Grand Cristal Meribel 2007 Grand Cristal

Epica 2007 Film Gold Epica 2007 Film Gold

TV Gold Prix du Club des Directeurs artistiques 2007 TV Gold

TV Bronze Prix du Club des Directeurs artistiques 2007 TV Bronze

The Cresta Awards 2008 TV

More Information at www.ffk-wilkinson.com. Image and Video Courtesy of Akama Studios