Probably One of the Best Directed TV Ads

Blink and MPC in the New John Lewis TV Commercial

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Directed by Blink's Dougal Wilson this Advert is a masterclass in telling a lifelong story in a mere 90 seconds without compromising on emotion and credibility. Add to this the in-camera trickery that gives the film it's one-take feel and you have memorable framejuice.

It includes a series of ads that show a woman progressing through the key stages of her life from giving birth to becoming a grandmother, and how the John Lewis brand is a part at every stage.

They will feature a re-recorded version of Billy Joel's "She's Always a Woman", sung by the Guillemots.div.overlay { width:1040px; height:644px; } #imgplay { margin:88px 0px 0px 190px; } #player { background:no-repeat url('/videos/news/2010/may/lewis.jpg') top center; } #splash, #player, #player embed, #player object { width:560px; height:340px; }

CREDITS

Agency: Adam & Eve, London Creative Director: Ben Priest Copywriters & Art Directors: Ben Tollett, Emer Stamp, Steve Wioland, Matt Woolner Agency Producer: Leila Bartlam

Production Company: Blink, London Director: Dougal Wilson Executive Producer: James Bland Producer: Matt Fone DP: Dan Landin Offline Editor: Joe Guest - Final Cut

Post-Production MPC Producer: Louisa Cartwright TK: Jean-Clement Soret Flame: Dan Adams, Tom Harding, Byron Woodfinden Shake: Olivier Jezequel Sound Studio-Engineer: James Saunders - Jungle

More Information at www.blinkprods.com and www.moving-picture.com. Image and Video Courtesy of Blink Productions. Video Encoding: 3Dup.com