

A £720,000 Mondeo

That's what Ford paid for one TV ad

A STARTLING new TV advert costing £8,000-a-second to air is hoping to create a Super Bowl moment during Wednesday's Champions League final half-time break.

While Liverpool and AC Milan take a breather, a 90-second Ford advert featuring cars floating above London landmarks will be seen in 21 countries by up to 80million viewers.

By comparison, US advertisers pay £43,000 per second for a slot during the half-time break at the Super Bowl, the climax of the American football season.

Ford executives will be hoping their £720,000 advert creates a stir in the same way.

The commercial, shot in High Definition, is called Desire and was filmed in 30 locations throughout Lon-

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don, including Piccadilly Circus, Trafalgar Square and Tower Bridge.

Promoting the new Ford Mondeo, it features suggestions for getting rid of your old car.

The life-size model balloons were made using carbon-fibre moulds taken from real cars. They were then filled with helium and floated skywards.

Ford's Stephen Odell said: 'We wanted to reach a wide audience with Desire so the Champions League final felt like the perfect fit, especially because Ford has a longstanding relationship with the Champions League.'

ITV1's coverage of the match starts at 7pm with the half-time break at about 8.30.

Veggies win Mars fight

MARS has reversed its decision to use animal products in its chocolate and apologised after a mass protest by vegetarians. The firm said last week it was changing the whey used in Mars, Snickers, Maltesers and Galaxy from a vegetarian source to one containing an animal enzyme. But the Vegetarian Society protested and 6,000 people phoned and e-mailed Mars UK. Yesterday, the society said: 'We are very pleased.'



Landmark advert: A car-shaped balloon, secured by a line right of Eros, floats above Piccadilly Circus