

29 May 2007

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HOTSHOT FORD'S HIGH SOCIETY 23 May 2007

This week's hotshot is the new spot for Ford, directed by Bikini's Philippe Andre for Ogilvy in London.

We've been following the progress of this ad since it first rolled into production back in March, so naturally we were curious to see how it had translated into celluloid. And it doesn't disappoint.



The spot opens with bunches of balloons moving around the side of some of London's landmark buildings. Gradually it is revealed that the balloons are suspending cars floating serenely upwards. Passers-by stand agog at the surreal spectacle as a succession of cars drift off. As is the nature of balloons, some fall by the wayside; one becomes tangled in a tree, another is trapped under a bridge. But most make it past the buildings until London's skyline is peppered with these colourful apparitions, as if a fleet of zeppelins had been released from the circus. At street level a man sees the new Ford Mondeo glide by and is inspired to set his own car free. The tagline is brief and to the point: "The new Mondeo."

The slow tracking shots employed echo the peaceful ascent of the cars into the troposphere. Andre said he had deliberately used this technique to influence the mood of the spot.

"I wanted it to be very peaceful and quiet. I'm very pleased with Greg Burke, the creative director, because he played the game with me; I made a cut that is very slow for a commercial," he said.

He added: "It has a very quiet and slow pace that works because when you look at the spot, it's like storytelling without a story - it feels like a journey."

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