

Campaign

GLOBAL ADVERTISING

A Haymarket publication

www.brandrepublic.com

28 May 2004

£2.70

MY PORTFOLIO



Philippe André

Philippe André directed "toys", Peugeot's first global ad for an individual marque. The Peugeot 407 ad shows the car on the road with

life-size toy cars. It is airing in France and will cross the Channel.

"I wanted to make it as realistic as possible, with a rough, gritty kind of *French Connection/Taxi Driver* look," the Parisian director, signed to Bikini in London, says.

Before "toys" came "the sculptor" for the Peugeot 206, which shows a battered old Indian car being transformed into the shape of a 206 to impress passers-by. In both ads, André tried to film as much of the action as possible, minimising on post-production. "I don't like to rely too much on post; I prefer to use it when you can't do something in camera," he says.

Post-production again played



Peugeot...a gritty *French Connection/Taxi Driver* look



Kinder...brave departure



Adidas...making tennis cool

only a small role in a recent ad for Christian Aid. The spot encourages donations to help developing nations help themselves by showing a puppet on strings installing a water supply to grow crops in the desert. A puppeteer from *Thunderbirds* brought his expertise to the ad. "The more the puppet works, the more he can work by himself," André enthuses. "It's a light and simple commercial."

When it came to directing an ad for Kinder in France, André was initially unsure because of the brand's patchy creative past. But he persuaded the client to branch out. The ad for Kinder Maxi ("for big kids") shows adults behaving like children: an office worker colours her fingernails with a luminous highlighter and there's more spontaneous fun with a shopping trolley and a photocopier. Despite his initial fears, André is proud of the finished product, and Kinder liked the departure for its brand. "Everything is about dedication,"

he philosophises. "You can build [the ad] with the client and that works well."

An Adidas spot starring Anna Kournikova and Martina Hingis playing tennis on the streets of Manhattan to the sounds of Roger Sanchez DJing was André's way of sexing up the sport. "I find tennis very boring," he confesses, "so we wanted to make it look cool."

André originally planned to be a conductor, but swapped the conservatoire for a place at film school. He then worked at the Museum of Modern Art in Paris for two years before making his own films. Keen to continue directing promos and ads, he also wants to direct feature films and has a script in development.

Summing up his ads portfolio, he says: "I've been lucky enough to arrive on scripts where clients wanted a turning point rather than repeating the same script."

Philippe André was talking to Lucy Aitken