

6 KINDER MAXI COMMERCIAL

Grown-ups acting like kids is the theme of this charming new spot for confectionery Kinder Maxi. The commercial was written by Coralie Protat and Nadege Escrauwaet of DDB, Paris. Ending with the strapline “Kinder Maxi – for big kids”, it shows adults idly engaged in gently juvenile antics – colouring in their fingernails with highlighter pens, sitting swinging their legs or pretending the oven glove is a puppet – to a gentle music box melody. “I wanted to keep it very simple: hand-held cameras, natural lighting, not knowing exactly where we were going to shoot... just keeping it as natural as possible,” comments director Philippe André of the shoot. “It treads a thin line between being charming but not too naïve.” Production company: Wanda, Paris/Bikini.

