

FAMILY FILM

Part Of



Written by [Tom Deehan](#) on Aug 15, 2017. Posted in [On Location](#) / [Production News](#)

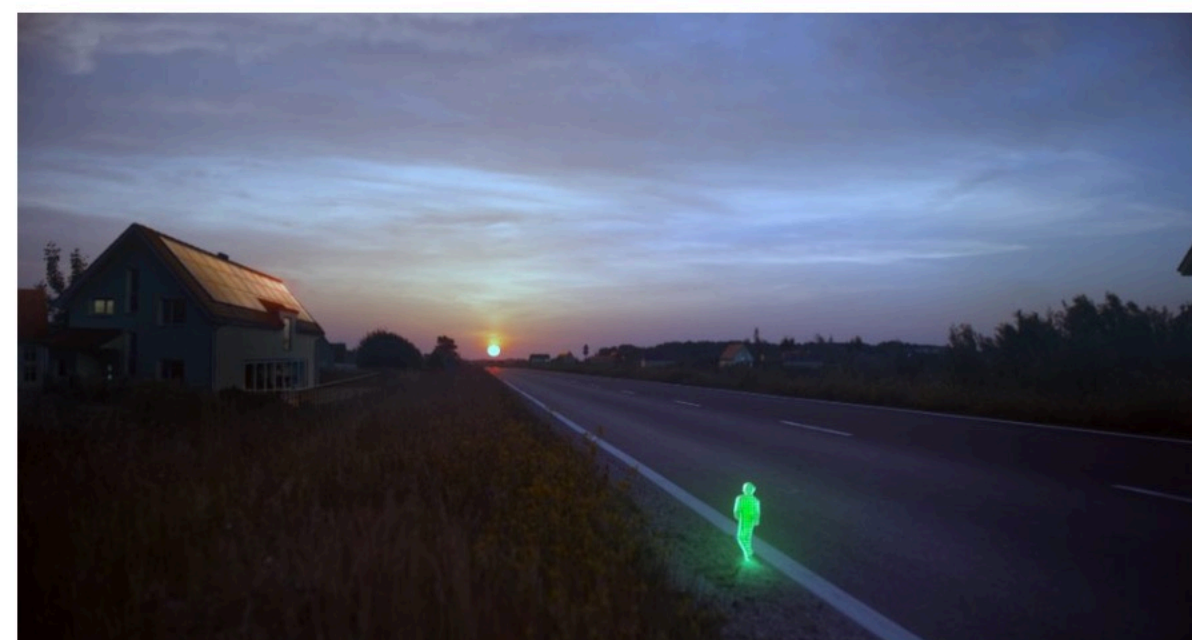
Independent Films shoots Budapest's nightlife for E.ON's latest commercial





Produced by [Independent Films](#) and serviced by [Pioneer Productions](#), E.ON's latest commercial was shot on location on the streets of [Budapest](#). The spot follows a small green man as he explores the city while everyone around him enjoys the evening setting.

The commercial's Director, Philippe Andre explains: "the whole production of E.ON was great fun. We had a little character made of plexiglass on set and even though stationary, it was exciting for the crew to frame this little one in a large city. The main challenge during the production was to shoot at night whilst



controlling the traffic and the pedestrians, recreating everything to make it look real, particularly the little dog who interacts with the green man and the skateboarder who took our little hero for a ride.

He continues: "in post-production, my challenge was to find the right way for this little guy to walk, with a friendly attitude, to make him cool and to craft the perfect jive. The Mill did a terrific job. I think he turned out great."

Budapest is a popular location for commercial shooting due to the city's lower costs on goods and services, allowing production companies to maximise their budgets. Keystone Paris recently used Budapest as the setting of their [commercial for Hyundai's Genesis G80](#).

While inapplicable to commercials productions, [Hungary](#) does operate a 25% tax rebate designed to

FILM

SERVICE



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ZOOM IN**

Stunning locations

Great service value

Highly-skilled talent base



entice feature films to shoot within the country. Eligibility for the incentive is determined by the total amount spent on local service providers.

To see the commercial in its entirety, [click here](#).

Credits:

Agency: WCRS

Creative Directors & Creatives: Jason Keet & James Hodson

Agency Producer: Sally Lipsius

Production Company: Independent Films

Production Service: Pioneer Productions

Director: Philippe Andre

Producer: Verity White

Executive Producer: Jani Guest

DoP: Stuart Graham

Editing Company: Final Cut

Editor: Adam Rudd

Post Production House: The Mill

VFX: Greg Spencer/Jorge Montiel

Colourist: Mick Vincent



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