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## Marks & Spencer, Christmas is better with Magic & Sparkle

Agency **RKCR/Y&R**; Production Company **Independent Films**; Director **Philippe Andre**;



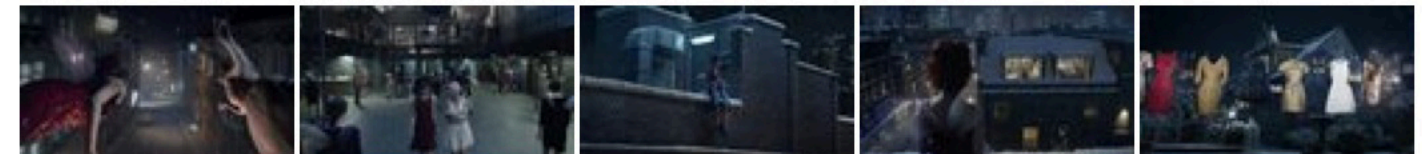


About

VFX Detail

## Magic and Sparkle are out transforming Christmas on behalf of Marks & Spencer

MPC completed over a hundred visual effects shots in RKCR/Y&R's 2014 Christmas campaign for M&S, directed by Philippe Andre through Independent Films. A cheeky fairy named 'Magic' and her fledgling cohort 'Sparkle' take to the skies over Christmas to transform it with the help of M&S, swapping a dull alarm clock for a brassiere, revamping a drab wardrobe into a clothesline of glittering dresses and bringing two lovers together.



Director Philippe said, *"It has been a very exciting process to create these 10 weeks of post production on Marks & Spencer. I particularly appreciated the creative involvement of all the team at MPC and the way they carefully followed my vision of the spot. It was a pleasure to work with passionate people who have patience, talent, and great expertise."*

## Credits

**Agency**  
RKCR/Y&R

**Production Company**  
Independent Films

**Director**  
Philippe Andre

**Creatives**  
Pip Bishop & Chris  
Hodgkiss

**Agency Producer**  
Jody Allison

**Account Director**  
Georgie Rechner

**DoP**  
David Ungaro

**Production Company  
Producer**  
Cathy Green

**Production Company  
Executive Producer**  
Verity White

**Editor**  
Russell Icke @ The  
Whitehouse

**VFX**  
MPC

**VFX Executive Producer**  
Paul Branch

**VFX Supervisor 2D**  
Bevis Jones

**VFX Supervisor 3D**  
Anthony Bloor

**VFX Team**  
Greg McKneally, Tim Civil,  
Tushar Kewlani, Gerard  
Dunleavy, Fabio Santoro,  
Luca Maccarelli, Gian-  
Luigi Granieri, Christian

Bohm, Arttu Koskela,  
Duarte Victorio, Rune  
Mansson, Adam Leary,  
Giorgio Iovino, Michael  
Diprose, Ajai V John,  
Earnest Victor, Elangovan  
Ganeshan, Gowri Shankar  
Velusamy, Kunal Sarkar,  
Leela Sankar Miriyala,  
Minju Thottiparambil  
Sukumaran, Prashanth  
Parasivam, Priya  
Bandodkar, Rajendra  
Malla, Ravindra Burla,  
Sreenivasa Aditya  
Yanamalachintala,  
Sindhuja B, Manjunath  
Ramakrishnaiah, Vittal  
Kuntla, Jacob T. Oommen,  
D. Venkatesan, Dheeraj  
Hebbar, Bart Barendregt,  
Alexander Kulikov, Grant  
White, Byron Woofinden,  
Christopher Fraser,

Daniel Cowley, Edward  
Taylor, Andrew Roberts, S.  
Sundaramoorthy, Sravan  
Kumar, Vamsi Krishna  
Reddy, Venkatesh  
Rajagopal, Vikram Kumar  
Singh, Rajinikanth R &  
Dileep Kumar Neerla

**Grade**  
MPC

**Colourist**  
Jean-Clément Soret

**Colour Grade Producer**  
Ellora Chowdhury

**Sound Design**  
Wave

**Music**  
Native

**Hide Credits** ^

Take a look behind the scenes of the 2014 Marks & Spencer Christmas campaign, featuring two cheeky fairies named Magic and Sparkle.

Directed by Philippe Andre through Independent Films and conceived by RKCR/Y&R, the spot uses a combination of fully CG environments and projected digital matte painting to create the realistic city. A complex rig system allowed the actresses to fly across set before they were composited into the shots.

To watch the full spot click [here](#)

Environment

Snow

Jean-Clément Soret

2014

3D