



**Up, up and away:** a styrofoam Ford Mondeo floats over Eros in the new advert for the car

## Is it a bird ... is it a plane? No, it's a Ford Mondeo

EVEN by the standards of "money-no-object" car adverts, it is an extraordinary scene — a sky full of vehicles floating over central London, held up by helium balloons.

Even more astonishing, however, is the fact that the sight of a car drifting over Piccadilly Circus was not achieved through computer trickery — it really did float above Eros.

The Ford Mondeo, however, is no ordinary car. Made out of styrofoam by a German special effects company, it weighs no more

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than 5kg and, when filled with helium, can float under its own weight.

Other cars used in the 90-second advert — which is called *Desire* — were made out of carbon fibre. More than 1,400 balloons were used in the shoot.

It was directed by Frenchman Philippe André, who has a reputation for shooting ads with spectacular special effects as well as music videos for artists including Dido, All Saints and Youssou

N'Dour. André said: "I hope that 'Desire' will elicit wonder in those who see it."

The advert was filmed in 30 locations in and around London, including landmarks such as Trafalgar Square and Tower Bridge.

Frank Schmidt, business director of Ogilvy Advertising London, said: "We shot the Piccadilly Circus scene early one Saturday morning.

"The people walking around were astonished — they had their mobile phones out taking photos."