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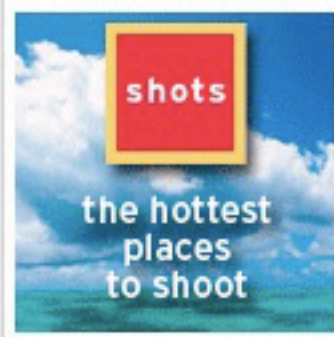
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Persil: Roboboy

Issue: 107 Clip number: 3 Agency: Bartle Bogle Hegarty (BBH) Agency Country: UK Agency Producer: Helen Powlette Creative Director: John O'Keefe Creative: Alex Grieve; Adrian Rossi Director: Philippe André Production: Bikini Films Producer: Dominic Wilcox Director of Photography: Julian Whatley Post Production: The Mill Location Service: Company Editor: Richard Orrick (Work, London) Music: Rachel Portman: Roboboy, Leap Music Brand: Persil

Long forgotten and abandoned in a closet, a child's toy robot is awakened by splashes of mud from a dog and takes its first tentative steps into the outside world. As the toy explores the back garden, strolling in a copse of trees and kicking up piles of leaves, its metallic feet are transformed into those of a child. Limb by limb the toy takes on more and more human characteristics as it glances up through dappled sunlight, plays with worms and splashes in puddles until magically the transformation is complete and the toy is revealed as a young boy.

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