



PEUGEOT 407 COMMERCIAL

FROM EURO RSCG WORLDWIDE/BETC EURO RSCG PARIS

Hapless drivers trundle around in giant toy cars: no one's getting anywhere fast in this spot except, that is, the driver of a gliding black Peugeot 407, which positively purrs along compared to its clunky competition. Playtime, we're told, is over. The idea is that, compared to the 407, all other cars are merely child's play. There are some nice touches here – the toy cars themselves are pleasingly convincing as is the idea that their drivers have giant cardboard boxes instead of garages. Although it's played for laughs, there's a realism and seriousness to the direction that really makes the concept work. A cracking soundtrack, *Can You Trust Me?* by The Film, does the ad no harm either. *Creatives Remi Babinet, Eric Holden, Remi Noel. Director: Philippe Andre, Wanda Productions Paris/Bikini London. Post-production: Buf, Paris*