



Animation agency turns consumer concept into TV campaign for Feel Good Drinks

Innovative soft drinks company, The Feel Good Drinks Company, has commissioned Loose Moose to turn a stop-frame animation created for them by one of their consumers into a national TV campaign.

De Montfort final year graphics student, Debbie Hulme, first came to the drinks company's attention, when she submitted a short stop-frame animation for the brand as part of the YCN (Youth Creative Network) creative awards program last year. In response to the brief of 'spreading feelgoodness', Debbie's animation featured loveable little plasticine gnomes, who discover 'feelgoodness' in bottles of Feel Good Drinks. The Gnomes proved such an instant hit with the company and consumers, the brand decided to feature them in their upcoming TV campaign. Libby Wybrow, Marketing Manager for Feel Good Drinks comments "The first time we saw Debbie's idea we knew it had bags of potential. The end result is an utterly unique commercial that I hope will raise awareness of our brand and raise a few smiles too."



The Feel Good Gnomes

The opportunity has proven to be a 'once in a lifetime' experience for Debbie who was invited to act as creative consultant on the project, working alongside the Feel Good Drinks team and Loose Moose to create the 30 second commercial.

Loose Moose acted as both agency and production company by developing Debbie's concept and characters, increasing production values for broadcast television. Their brief was to 'retain the charm and simplicity of Debbie's original characters and idea, but develop a story that communicated all the good stuff that goes into every bottle of Feel Good Drinks in a way that would make people smile'.



Debbie Hulme and Will Becher, whom Loose Moose invited to be Animation Director on the project, work on bringing the gnomes to life

The process started with Glenn Holberton (Executive Producer) & Pete Williamson (Loose Moose's Head of Art) working on ideas for how the Gnomes could create a bottle of Feel Good Drink. Of the brief Glenn said - "We wanted to show them doing something charming with a comedy / slap stick feel"

They built on the slap stick idea by giving the Gnomes more defined personalities - two more experienced characters working with the young rookie, loosely inspired by acts like the Marx Brothers.

Pete took Debbie's designs and tried to convey this by making the rookie stand out with his red hat while the older Gnomes wear similar more muted colours.

“Debbie’s characters had a slight 70s feel to them. We bore that in mind. I think the design work has got a hint of Magic Roundabout and the old Paddington Bear stuff which just had a really clean, simple white backgrounds, so all the focus remains on the main characters.”

Loose Moose asked BAFTA-nominated animator Will Becher to be animation director on the project. Will was the perfect choice for the Feel Good commercial with plenty of experience with animating plasticine after working as a freelance animator at Aardman for several years.

Will constructed the puppets from Pete’s designs using a combination of Modela and Fimo. The different materials were used because of their varying hardness properties. The gnome’s heads, cuffs and shoes were made out of the more solid Fimo with areas that needed to bend covered with the more flexible Modela, making it possible to animate the characters without the colours of their clothes running into each other.

Throughout the process, Debbie has gained invaluable experience for someone at the start of her own creative career, including learning directly from Will.

Debbie Hulme said of her opportunity: “To have my creative featured in a national TV campaign is unbelievable! It’s an awesome addition to my CV, plus getting to work with Will Becher and Loose Moose has been loads of fun and a great learning experience.”

Will himself knows how important experience like this can be. It was Loose Moose who gave him his first introduction to professional animation when he visited a Peperami shoot back in 1994.

“Loose Moose gave me my first opportunity to visit a studio at the tender age of 14. I remember walking into the studio for the first time and being breathtaken by the vision and atmosphere. At that time I was an aspiring animator so it was a great privilege to sit and observe their animators at work. I learned a lot and realised the potential for animation to be a career rather than a hobby.” Now Will has become the animator mentor.

However, it’s not just in the creative elements of this campaign that Feel Good Drinks is employing an innovative approach.

Ahead of broadcasting the campaign on national TV this summer, Feel Good Drinks has teamed up with digital multi-channel TV service Freewire and dedicated online channel Student TV, to seed the campaign and create online awareness and engagement first, with a targeted student audience.

Launching next week, the first stage of this innovative media strategy, will be delivered via the Student TV channel, which is broadcast to over 160k students nationwide online via halls of residences and student unions. To drive awareness of the creative campaign, Feel Good Drinks has worked with Freewire to integrate especially created content into Student TV programming, including exclusive interviews with Debbie and a ‘Making Of’ film, also produced by Loose Moose. This gave yet another young creative at the beginning of their career to shine. Tommy Nagle – a Glasgow School of Art graduate, had only just contacted Loose Moose with his show reel a few months previously. They loved his documentary work and asked him if he would help them put the film together.

This Student TV channel activity will then be followed by a 4 week exclusive TV broadcast of the commercial on both the student channel, as well as an upweight of activity on channel 4 via Freewire’s innovative Project 4 advertising platform, all of which is set to drive considerable WOM and online engagement ahead of the national media campaign.

“The story behind our campaign is completely relevant to students, the student audience is at the heart of our core consumer group and students are the type of consumers most likely to engage

with the campaign online.” says Libby. “This activity gives us a great opportunity to create awareness and engage with our drinkers in a richer, integrated, more feel good way.”

-End;-

For further information, interviews or images please contact:

Caroline or Katie at The Feel Good Drinks Company Press Office. Fosbury PR. Telephone 0208 994 7722 or email caroline@fosburypr.com / katie@fosburypr.com

Notes to editors:

Full Production Credits

Production Company:	Loose Moose Productions Ltd
Directors:	Will Becher / Glenn Holberton / Pete Williamson
Animation Director:	Will Becher
Animator:	Ange Palethorpe
Director of Photography:	Malcolm Hadley
Executive Producer:	Glenn Holberton
Producer:	Emma Burch
Assistant Production:	Lucy Braithwaite
CG Animators:	Dave Loh
Model Maker:	Paula Gorrie @ Artem
Music:	‘Silent Rag 3’ – Steve Shapiro / Squeedle Publishing
Post production:	Bruce Hancock
‘Making Of’ Directed, Filmed and Edited by:	Tommy Nagle

About The Feel Good Drinks Company

Founded by three friends who had all worked together at Coca Cola; Dave Wallwork, Chris Wright and Steve Cooper created the company with the simple aim of making gorgeous tasting, healthy, soft drinks and to have fun while doing it. Feel Good Drinks are made with natural fruity goodness and absolutely no added sugar or artificial ‘nasties’. There are 2 gorgeous single serve ranges available; Feel Good Still Juice Drinks, available in mouth-watering Orange & Mango, Apple & Blueberry and Cloudy Lemon & Feel Good Sparkling Juice Drinks; in refreshing Cranberry & Lime, Orange & Passionfruit and Cloudy Lemon.

Feel Good by name and Feel Good by nature, the company’s ambition is to spread ‘feelgoodness’ throughout everything it does. Whether that’s developing a brand new range of drinks, packed full

of good stuff; making drinkers smile or giving each team member 5 extra 'feelgoodness' days off each year, to help out a charity that means something to them!

Feel Good Drinks are stocked in 20,000 outlets in the UK including all the major multiples, high street chains, independents, food service and forecourts. Globally, Feel Good Drinks can be found in no less than 12 countries including USA, Hong Kong, Finland, France, Holland, Sweden, Denmark, Greece, Norway, Ireland and Saudi Arabia – and this number is growing all the time!

Enjoy some feelgoodness at www.feelgooddrinks.co.uk

About Debbie Hulme

Debbie's original Feel Good Gnome animations were created using a hand-held digital camera and the standard windows Movie Maker package that's included with Window's software.

The animation immediately grabbed the attention of the team at Feel Good Drinks, by putting a smile on their faces. You can watch it at www.feelgooddrinks.co.uk

Debbie is due to graduate in Graphics from de Montford University this summer, following which she will be spending 2 weeks work experience with Feel Good Drinks, before hopefully securing a permanent creative agency role.

Loose Moose Productions

In 1994, Glenn Holberton started Loose Moose Ltd with BAFTA award-winning director Ken Lidster. Ange Palethorpe soon joined the team and completed the directing roster. Together they established themselves as a specialist stop-motion animation company.

Throughout the '90s and noughties, amongst many other commercials in the UK they produced the award winning and much loved 'Peperami' campaign along with 'Monster Munch' and the 'Windy Miller / Quaker Oats' campaign, including the controversial "Uncle Guber" naturist spot!

Worldwide they originated the well-known Mr Energizer battery character and campaign, and in the USA they produced the acclaimed celebrity based Pepsi-Lipton BRISK campaign featuring Sinatra, Stallone, Bruce Lee, Elvis and James Brown. Other North American campaigns originated at Loose Moose include the highly successful Chips Ahoy! and Kellogg's Apple Jacks campaigns.

The Loose Moose Ltd team produced two award-winning shorts 'Interrogating Ernie' written and directed by Ken Lidster and 'Thunder Pig' directed by Ange Palethorpe. They are also developing a third short, 'Being Bradford Dillman' written and directed by Loose Moosers - Emma Burch and Pete Williamson, soon to go in to production.

Glenn relaunched the company as Loose Moose Productions Ltd in September 2008 when Ken Lidster relocated to America. Glenn added to the original team and built on the strengths of the existing company by forging links with a variety of new directing and designing talents.

Loose Moose Productions continue to produce commercials, short films, promos and idents, using traditional 2D / stop-motion / CGI animation, puppetry and mixed media techniques along with live action and comedy.

For more information contact Emma Burch at Loose Moose Productions Ltd

Telephone 0207 287 3821 or email emma@loosemoose.net

Freewire TV

Freewire is a digital multi-channel TV service provided to students living in halls of residence across the UK. Since September 2007, Freewire has launched to more than 160,000 student bedrooms at more than 40 universities around the UK, with more universities signing every month.

Freewire offers a range of UK and international free-to-air, pay and premium television channels, including BBC, ITV, Channel 4, MTV, Living, Bravo and Setanta Sports.

By using the high-speed JANET education network to deliver these channels, Freewire overcomes the common obstacles of poor reception and lack of aerials for thousands of on-campus students at universities across the UK, offering a quality TV experience where none has been available before.

A new, dedicated student TV channel will be launched in October 2009 on channel 106 of the Freewire platform. The channel will draw its content from more than 30 student TV stations and 40 film and television schools across the UK. Additionally, the channel is already collecting content from more than 50 top American and other international film schools, delivering high quality programming created by students for students.

The channel is already broadcasting a number of test projects and is working with Feel Good Drinks, who are integrating the broadcasts into their existing user generated advertising campaign.

Project 4

Project 4 is the first large scale availability of addressable TV advertising on Channel 4. This is the first time that addressable TV advertising has been attempted on this scale anywhere in the world. The targeted ads are delivered over triple-play service provider Inuk Networks' Freewire IPTV service that currently delivers TV channels to students in universities across the UK and has plans to provide the IPTV service on a nationwide scale.

Inuk's IPTV Freewire service provides students with access to a range of free and pay TV channels including Channel 4. It provides advertisers and media agencies with the ability to tailor adverts for a specific audience – delivering by location, micro-demographics and behaviour - than is currently possible with traditional television media. This gives advertisers more control over the frequency and coverage of their advertising and has the potential to provide more accountability of advertising effectiveness.

Marcus Liassides, CEO of INUK Networks said: "Together with Channel 4, we have shown how advertisers can bring the targeting power of online marketing to the world of television. Advertising over the Freewire platform offers the best of both worlds to advertisers – direct access, without any wastage, to a specific social category – and true return path data showing the success of a campaign."

About YCN

Formed in 2001, YCN create projects and platforms to showcase emerging talent in design and communication. These include award programmes, publishing ventures and constant collaborations.

A unique agency sits as part of YCN; representing new talent for commission and producing design, campaigns and other communication for varied clients in all media. Recent clients include the University of the Arts London, ActionAid, Universal Music and Beck's.

<http://www.ycnonline.com>