



## **Tennent's Lager – Hugh's Pride**

Tennent's 'Hugh's Pride' is the latest spot in Newhaven Communications' current campaign for Tennent's Lager, Hugh Tennent 2011, directed by Rattling Stick's Ivan Bird.

Hugh's Pride sees Hugh Tennent driving through Glasgow in 1887, aboard his horse drawn carriage. He praises the people and industries, gallantly describing why they are so worthy of the perfect Tennent's pint. Once he finishes his speech he is met with the amusing realization his wheels have been stolen in the meantime, presumably by the same people he ironically has such pride in.

Tennent's Lager is Scotland's leading alcohol brand and oldest running commercial concern in Glasgow. Its founder Hugh Tennent was first immortalized in Tennent's highly successful 2010 campaign, and this year's ads have already won accolades at the Scottish Creative Awards.

### **Production credits:**

Production Company: Rattling Stick  
Director: Ivan Bird  
Producer: Lucy Sherwood  
DOP: Ivan Bird  
Production designer: Alice Normington  
Edit house: Tenthree  
Editor: Billy Mead  
Post-production: MPC

### **Agency credits:**

Agency: Newhaven Communications  
Art director: Rufus Wedderburn  
Copywriter: Chris Watson  
Agency Producer: Helen Clyne  
Account Handlers: Campbell Ferguson & Fiona Stirling

### **Actors:**

Hugh: Sam Heughan  
Barnes: Tim Downie