

# RATTLING STICK

The newest Sky Movies spot directed by Ivan Bird at Rattling Stick airs today, featuring Kate Winslet and the voice over of Michael Gambon. The simple and nostalgic advert charmingly explains how the new Sky Store is like having your very own movie store at home with over 1000 movies for all Sky TV customers to rent instantly and easily through your Sky+HD box.

At the same time as TV, press, outdoor and digital work that focuses purely on Sky Store movie rentals, nationwide radio promotions will reinforce the benefits of Sky Movies as a whole, helping customers and prospects to understand that there are two ways to enjoy movies with Sky – pay as you go rentals through the Sky Store, or unlimited access to hundreds more movies when you subscribe to the Movies Pack.

The TV ad was created by WCRS and filmed and directed by Ivan Bird on 13<sup>th</sup> March at Electricity Showrooms in Shoreditch, which was dressed to look like a video store. The narrative sees Kate Winslet remembering trips to the video store as a child. Kate worked with Ivan Bird, Barry Skolnick and WCRS to make the script more relevant to her own experience.

## Credits

Production Company – Rattling Stick

Director - Ivan Bird

Producer – Lucy Sherwood

Director of Photography – Ivan Bird

Agency – WCRS

Copywriter – Steve Hawthorne

Art director – Katy Hopkins

Agency Producer – Jack Bayley

Client – BSKYB

Creative Director – Barry Skolnick

Head of Sky Movies Marketing – Anna Perkins