



## Sky Sports kicks off its new start of season campaign

- Sky Sports unveils its new season football campaign, directed by one of the world's top cinematographers and focusing on the fans not the players.
- Created by Brothers and Sisters and Barry Skolnick, Sky's Group Creative Director, and directed by Ivan Bird, the ad, in 90", 60", 30" and 15" versions, captures that rare and powerful moment when a goal is scored.
- In this campaign Sky Sports stands shoulder to shoulder with the fans, seeing the game from their point of view, sharing their agony and ecstasy.
- The ad, called 'Goal', also features the Rolling Stones track 'You Can't Always Get What You Want' which was rerecorded using the original Bach Choir.
- There were 75 hours of footage shot across 20 games, using five cameras at a time.
- The full campaign will run across TV, press, radio, outdoor and digital and goes live nationwide from August 12<sup>th</sup>.

"By pointing the cameras at the fans rather than the players, we created a powerful and emotional film that captures football in a fresh, unclichéd way. This whole campaign celebrates the tension and release every fan feels when they experience a goal being scored live. By focusing on the fan's emotional journey, these ads prove that even in these tough economic times a Sky Sports subscription is an investment not an expense." Andy Fowler, Founder Brothers and Sisters.