



RATTLING STICK'S IVAN BIRD & SKY UNVEIL FORMULA 1™

Ivan Bird has directed the newest campaign supporting the launch of Sky Sports F1™ HD, beginning this week.

The full campaign will launch on 17 February and will include Ivan's striking TV advert, inventive augmented reality digital advertising and a unique 3D installation on London's Cromwell Road together with traditional broadcast, print and outdoor activity.

The television adverts, including bespoke HD TV fragment scenes to emphasise the stunning detail of F1™ in HD, and radio partnerships. Red and green button functionality on selected TV advertisements will allow Sky viewers to access a full-length edit and download the content onto their Sky+ planner.

Corin Dimopoulos, Director of Sports & News Marketing at Sky said: "This campaign is all about bringing Formula 1™ to life. We're targeting new and existing audiences and the creative reflects Formula 1™ being given the Sky Sports treatment. With stunning cinematic film, incredible close-up imagery and interactive augmented reality, the campaign reinforces the fact that the race is only part of the story on Sky Sports F1™ HD."

CREDITS

Director – Ivan Bird
Producer – Lucy Sherwood
Production Company – Rattling Stick

Agency – Brothers & Sisters
Creative Director – Mark Harris
Agency producer – Lois Mould

Editors – The Quarry

Creative Director BSKyB - Barry Skolnick

