



Press Release

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Kolle Rebbe hits North German cinemas with „Kingdom of Sports“

The Hamburg advertising agency Kolle Rebbe chooses a captive cinema audience for their hard hitting debut commercial for the North German fitness chain „Kingdom of Sports“.

The cinema commercial was produced by Markenfilm under the direction of the Australian director Sam Holst. It is a dark cautionary tale of how letting yourself go could turn you into an unwitting killer. Of how a few extra inches waistline can ruin the perfect date. Of what could have been avoided if only you had got yourself into shape at a fitness studio.

The 70 sec. version of the commercial can be seen in arthouse and multiplex cinemas. Jochen Mohrbutter, the responsible Creative at Kolle Rebbe comments: „The media cinema combines the possibility of a strong emotional delivery at a targeted, regional level. Unfortunately this potential is hardly used by brands. We're excited to revitalize the classic cinema commercial together with „Kingdom of Sports“

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