



Embargoed until Thursday 2nd February

New Paddy Power spot celebrates long-suffering footy coach driver

Lucky Generals has launched its latest spot for the new Paddy Power “You Beauty!” brand campaign that launched in November, which uses the rousing power of song to celebrate the unbridled optimism of die-hard sports fans.

The 60 second spot, which breaks on Saturday, celebrates the valiant efforts of a long-suffering coach driver who has to ferry around a busload of disorderly football fans who have tickets to the game. Once they arrive at the match, the coach empties and our driver is left behind minding his vehicle in the parking lot. But never fear, because whilst he might be missing out on the action in the stadium just a few agonising metres away, he has a cheeky bet in play on his Paddy Power mobile app.

The campaign, which previously heroed a football steward who has to face away from the match, footy fans with restricted views and a horse-racing fan battling with the crowd, shows how these unsung heroes of the sporting world may seem to have been dealt a bad hand, but thanks to Paddy Power they are still in high spirits as they have a cheeky bet on the action in the palm of their hand.

Paddy Power & Lucky Generals felt that there was no better way to get across the unbridled optimism of these unsung heroes, than through the medium of song. The campaign therefore features re-written lyrics to well known tracks to create rousing scripts that celebrate the joy Paddy Power can bring even when the situation is looking bleak. The campaign is supported by radio, print, digital and social activity.

Mark Singleton, Paddy Power Marketing Director says: We're confident this ad campaign can go on a long journey – the equivalent of Bournemouth to Sunderland. Though, hopefully, it'll be a better view for fans than the poor old coach driver's...

Danny Brooke-Taylor, co-founder of Lucky Generals said: “We've had it with the prima-donna knobheads in sport. It's time for the unsung heroes to sing their song.”

Creds

Brand: Paddy Power
Creative agency: Lucky Generals
Media agency: Mediacom
Director: Randy Krallman
Production Company: Smuggler
Editor: Tim Thornton-Allan @ Marshall Street Editors
Post-production: Electric Theatre Collective
Grade: Jason Wallis
Music Recording and Arrangement: Adelphoi Music
Music Supervision: Lucky Generals
Audio post-production: 750mph