

## The drunken neighbor as action figure

You might not have heard of him, but “The neighbor” from the Swedish movie series **Beck** is one the most talked about characters in Swedish film history. This supporting character and constant drinker that live next door to the main character, now comes as an action figure. With authentic accessories like the neck brace, the cigarillo and drink sets.

The action figure is promoted in the style of a 80’s toy commercial for kids. It’s a part of a campaign for the biggest Swedish film festival *Guldbaggen* – with the purpose to remind people of the Swedish film legacy and awaken curiosity of future movie icons.

*“In Hollywood, they always promote movie characters with loads of merchandise. Heroes like Elsa from Frozen or Darth Vader comes in the shape of dolls, keyrings, bed sheets, bicycles, candy and so on. But the merchandise phenomena hasn’t been occuring in Sweden until today’s date. That’s why it feels particularly great to honour and celebrate Swedish film characters that aren’t the typical super heroes”, says Johan Bello, Executive Creative Director, Acne.*

The campaign is made by the Swedish agency ACNE.

See the commercial here:

### Credits

Agency: ACNE

Executive Creative Director: Johan Bello

Account Director: Andreas Hallgren

Art Director: Anton Bolin

Copywriter: Svante Pårup

Production manager: Emelie Thorén

Production manager: Malin Marklund

Planner: Carolina Tell

Designer: Fredrik Annell

Final art: Pernilla Loeb Holter

Directors: Tommy Carlsson & Christian Karlsson

DOP: David Hellman

First assistant cameraman: Isak Lennström

Editor: Cecilia Kalander

Doll maker: David Wätte

Packaging design: Rithuset

Social media manager: Rebecka Hoffman

Client: Guldbaggen

Production manager Guldbaggen: Ida Kjellgren