



PLAYING WITH PEUGEOT

21/04/2004 14:20:58

For the first time in its history, Peugeot is running one ad across all its markets, to introduce the new Peugeot 407. The ad features on shots.net as this week's hot shot, and director Phillippe Andre talks about how it was made.

The ad, created by Rémi Babinet, Eric Holden and Rémi Noël at BETC Euro RSCG, Paris and Euro RSCG Worldwide was produced by Wanda. Set in Paris, we enter a world that looks and feels the same as ours, although all the cars on the road look like toys - there are Lego cars, clockwork cars and wooden cars. Through the chaos of these toys, most of which keep breaking down, comes the new Peugeot 407: sleek and powerful and very far from being a plaything.

"I wanted to do something very real and simple," director Phillippe Andre told shots.net. "To give it a documentary feel and not to create a fake world with fake cars. The cars had to be built and be real cars with real drivers, I didn't want to use much post. Then I wanted to use the 407 as late as possible in the commercial as I thought this would have the most powerful effect."

In the end, 17 cars were built for two commercials - the second being an ad for the Peugeot station wagon which will be aired in September. Over 50 people worked on making the fully-functional cars, all of which were actually driven in the ad. The cars have now been shipped to Paris from Sydney, where the ad was shot, and will be displayed in Peugeot's Parisian showroom.

"Sydney was a great place to shoot," continued Andre. "The weather was fantastic and everyone was really organised. We shot from the Harbour Bridge - I had to do a recce and climbed up it which was very scary! In the end we just shot tracking vehicle shots from on top of the bridge and then replaced the cars in post."

For such an imaginative ad, very little of the final spot involved post production. "Just the background was done in post," said Andre. "Everything in the front of the camera had to be shot, as I wanted to shoot it without any post constraints. I wanted to play with the focus and the zoom which is a nightmare for post, although in the end it only involved three weeks of post production to complete the whole ad."

Andre, on the other hand, worked on the spot full-time for three months. The ad will air in France today (21st) and will be rolled out internationally from May.

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