

# magazine



**THE REEL**

Pack 2: 50x70 cm, towel, serviette, toalla, Tuch, spugna.  
100% genuine, authentique, autentico, vero, echt

## Gemini Special

Speck/Gordon - on the therapist's couch

Design veteran Sighttwo - creative with a conscience

Brand New World - the global vs local debate

Eloise Smith & Natalie Ranger - bright young things

Plus: Great new work from Antoine Bardou-Jacquet,  
promising new directing duos and a day in the life of  
an agency producer

XTR  
INFORMATION  
ME

[www.thereel.net](http://www.thereel.net)



**PRODUCT/CLIENT >** PEUGEOT 407  
**TITLE >** Toys

**AGENCY >** BETC Euro RSCG

84 Rue de Villiers

92683 Levallois-Perret / France

Tel: +33 (0) 1 4134 3423

**CREATIVES >** Rémi Babinet / Rémi Noël

**AGENCY PRODUCER >** Simon Chater-

Robinson / David Green / Carole

Casolari

**FILM PRODUCTION COMPANY >**

Wanda

50 Avenue du President Wilson

Saint Denis la Plaine

93214 Paris / France

Tel: +33 (0) 1 4946 6363

**DIRECTOR >** Philippe André

**MUSIC >** D. Labeau & G. Briere,

'Can You Trust Me?'



**PRODUCT/CLIENT >** LONDON ENERGY  
**TITLE >** Rewarding

**AGENCY >** Maher Bird Associates

81 Dean Street

London W1D 3NN / UK

Tel: +44 (0) 20 7309 7200

**CREATIVES >** Simon Dodd / Graham Kerr

**AGENCY PRODUCER >** Alistair Campbell

**FILM PRODUCTION COMPANY >**

Bikini Films

60-62 Great Titchfield Street

London W1W 7QG / UK

Tel: +44 (0) 20 7323 0660

**DIRECTOR >** Philippe André

**PRODUCER >** Dominic Wilcox

**DOP >** Patrick André

**POST PRODUCTION COMPANY >**

Glassworks

33-34 Great Pulteney Street

London W1F 9NP / UK

Tel: +44 (0) 20 7434 1182

**SOUND PRODUCTION COMPANY >**

Space

London / UK

**MUSIC >** Thomas Newman, 'Theme from American Beauty'

**EDITOR >** Nicholas Weyman Harris

Both fun and technically impressive, this new ad for the Peugeot 407 sees director Philippe Andre on fine form pushing toy cars around inner-city Sydney. The cartoon-like cars (all of which were constructed and driven) include windup buggies, a wooden toddler's toy and a cute police car with painted-on policemen. One poor driver even has to assemble his car from Lego. This is a great way to indicate that any other car is really just childish compared to the Peugeot, and the raucous soundtrack fits perfectly with the spot's youthful feel. All the toy cars are incidentally now on display in Peugeot's Parisian showroom.

American Beauty's ubiquitous plastic bag floats over the Atlantic in this atmospheric spot for London Energy. . Again director Philippe André goes from strength to strength, perfectly recreating the parochial settings and heart-warming tone of Sam Mendes' 1999 modern classic. Thomas Newman's unmistakable score completes a great spot. The Reel likes people who share, so it's great to see this creative from Maher Bird & Associates encouraging the feel-good factor through helping others out