

# ***IRRESISTIBLE CASE STUDIES***

15.07.2011

# IRRESISTIBLE CASE STUDIES

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# UEFA CHAMPIONS LEAGUE FINAL 2011

## OPENING CEREMONY

### INCEPTION

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### ***INCEPTION***

Directors Jonny Grant and Hamish Jenkinson travelled to Switzerland to make a film for IWC watches back in 2007, featuring hollywood legends Kevin Spacey and Thandie Newton. Producing said film were Swiss production team Bullitt who have produced The Champion's League for the past 5 years.

In search of a new, fresh, rock and roll approach for this year's opening ceremony in London and impressed with the abilities of Jonny and Hamish, Bullitt approached them to pitch for the Opening Ceremony of The UEFA Champions League, Wembley, 2011.

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OPENING CEREMONY

PITCH

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## PITCH

Starting with three innovative, exciting ideas and whittling them down to one final super concept, Jonny and Hamish conceived 'The English Gentlemen' - the winning pitch.

The main themes of which were:

- London Lions
- Cool Britannia-The Home of Football
- A fresh injection of energetic, quirky fun
- Highly visual, highly entertaining
- Less static, more lively
- Achievable with short setup/breakdown periods

The focus of the pitch was the optimisation of 'classic styles and modern methods.' Therefore keeping Champion's League traditions such as: Iconic Talent, Grandeur & Large aerial visuals - and doing away with ancient traditions such as: Static Flags, Excessive Seriousness & Classical Influence. Bullitt loved the modern spin on the traditional ceremony and this, coupled with Jonny's ingenious multimedia proposition (that the ball in the film would shoot out of the big screens at Wembley onto the pitch) ensured our boys were front runners.

On an October afternoon, overlooking Lake Geneva in UEFA HQ, the boys wowed 18 UEFA panel members and won the pitch...



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OPENING CEREMONY

FILM PRODUCTION

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## FILM PRODUCTION

Shooting against the beautiful London skyline - adding to the Best of British nature of the English Gentlemen film - the Irresistible crew managed to fly around numerous landmarks in just two days. We started in Trafalgar Square and, lead by Jonny, Hamish and our fantastic DoP Kit Fraser, shot sequences on the Millennium Bridge, Buckingham Palace and by the London Eye to name but a few.

With football legends, Gary Linekar and Graeme Le Saux starring (helped along by a couple of impossibly talented stunt doubles) we captured our English Gentleman, tearing up the streets with his football skills. After following him through London, we finally ended up at historic football ground, Wembley Stadium.

This part of the shoot was in many ways the most exciting; having access to the empty 70,000 capacity stadium evoked huge excitement among the crew for the rapidly approaching match day.







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POST PRODUCTION

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## POST

Irresistible's team of post boys, lead by Nicholas Dunn, had their work cut out for them putting together the English Gentlemen film. Director Jonny Grant broke the news that he wanted the entire sky - which was dull and grey the day of the shoot - to be replaced with an ominous sky pierced all over by sun flares,

The boys started by creating the new sky image and city scape in Photoshop, before painstakingly replacing the original using Nuke software. To add further complications to the post, there were two grades that had to be applied to each shot; the main grade and the sky grade which had an HDR look to it. All the sky footage was replaced with sky plates and Roto-ing was applied around separate aspects of footage, (arms, legs, buildings etc)

Furthermore, 3D footage was added to the cut. For instance the football Gary kicks at the camera in the last shot of the film and the blue lions were tweaked and graded to fit in After Effects, which was also used to create the final climatic shot of the screen smashing.

It was a brilliant exercise for the Post department here at Irresistible. They worked meticulously on it for a couple of months, enduring more than a few all nighters. They should be extremely proud of what they achieved.





# UEFA CHAMPIONS LEAGUE FINAL 2011

OPENING CEREMONY

REHEARSALS

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## REHEARSALS

Choreographer, Ashley Wallen teamed up with IdeasTap to locate 220 eligible dancers. During auditions held on Saturday 23rd of April, the dancers were selected and the practicing began.

Saturday the 21st of May was when the dance performance started to come together. The Hyde Park rehearsal dealt with the umbrella test, focusing on the placement and precision needed to represent the various team's emblems as well as the union jack. Wednesday the 25th of May was the first time the dancers got to practice on the Wembley Stadium pitch. This allowed them to become acquainted with their positions and spacing in the performance area as well as the overwhelming feeling when placed in such a large arena.

Friday the 27th of May was the full dress and tech rehearsal that took place over two hours with 250 performers. The team was made up of a variety of performers. The show was run through twice allowing for time to polish the various technical and physical movements. Saturday the 28th of May was the day everyone had been waiting for.

Prior to the show the music was played in the dancers waiting area where everyone got to their feet and went through the movements. The atmosphere was filled with excitement. The performers, technicians and staff then headed to the tunnels to await their moment of fame.





# UEFA CHAMPIONS LEAGUE FINAL 2011

OPENING CEREMONY

THE BIG DAY

## THE BIG DAY

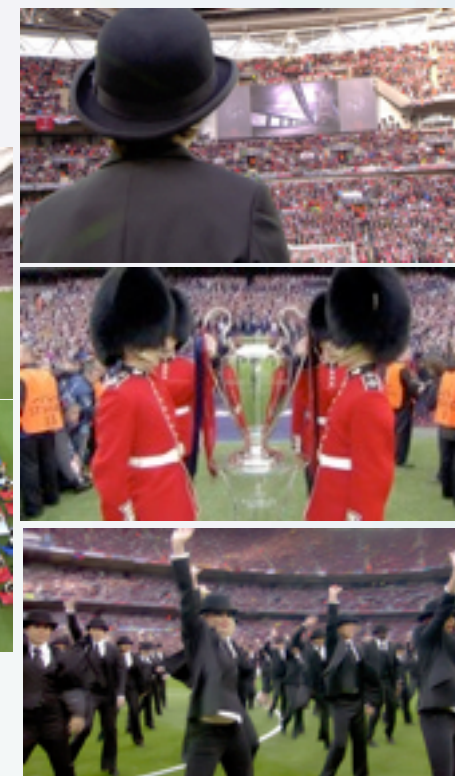
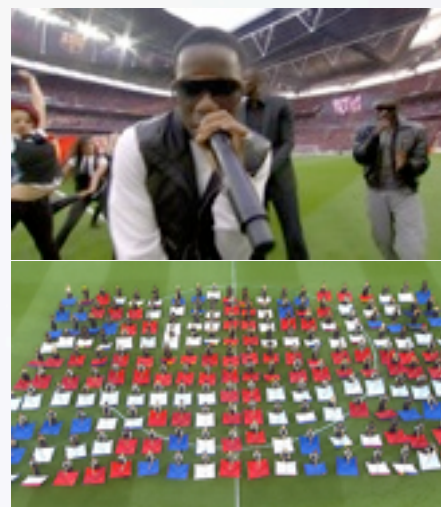
The 28th of May was an early morning for all involved in the Champions League Cup. The officials call time was 7am followed by the onset of the performers from 9am through to 16h00. However, some dancers were late resulting in some frantic phone calls. Luckily enough the dancers in question made it just in time, preventing the risk of half an umbrella-emblem.

Desks and chairs were arranged in the Arena to mimic how the umbrellas were opened in the dance so that when it came to issuing everyone with their umbrellas it prevented confusion; this became exciting when people attempted to move the chairs out of order. Like every large scale event there are many aspects to consider. There were a few issues prior to the performance such as dancer's food allergies and broken umbrellas, officials quickly sorted this all out.

From 19h00 onwards the atmosphere was electric; the excitement in the changing rooms was indescribable. Choreographer Ashley Wallen played the music in the waiting area and all the dancers ran through the routine creating a buzz as the excitement built. After this the performers were lead outside the arena to rehearse one last time. The fans had started to arrive and only then did the performers begin to realise the scale of this event.

The dancers were lead through to the service tunnel whereas other talent remained in the Arena until their call time. While waiting in the tunnel the fans could be heard arriving, the ambience was electrifying. The performance took place at 19h33. Everything ran smoothly and looked amazing! After the opening ceremony all performers were treated to a space in the Hilton to watch the game and celebrate with their colleagues.

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# UEFA CHAMPIONS LEAGUE FINAL 2011

OPENING CEREMONY

TINCHY STRYDER

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## ***TINCHY STRYDER***

Ever since he burst onto the scene in 2007, Tinchy has been making waves. He was the first rapper, ever, to perform at the Champions League Final.

He penned a special set of lyrics to accompany Matt Clifford's Champions League anthem - which, in itself, totally brought to life Irresistible's pledge to utilise 'classic styles and modern methods.'

Despite being nervous that this was the biggest gig he had ever played, Tinchy gave a jaw dropping performance, sending the already aroused audience of 300 million crazy.



UEFA  
CHAMPIONS  
LEAGUE

*irresistible*



# UEFA CHAMPIONS LEAGUE FINAL 2011

OPENING CEREMONY

DIRECTORS

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## ***JONNY GRANT***

Director Jonny Grant, the Creative Director of Irresistible Films, is well versed in many formats, from large-scale theatrical productions as well as having a hand in organising several flashmobs and commercials with some of the world's top brands.

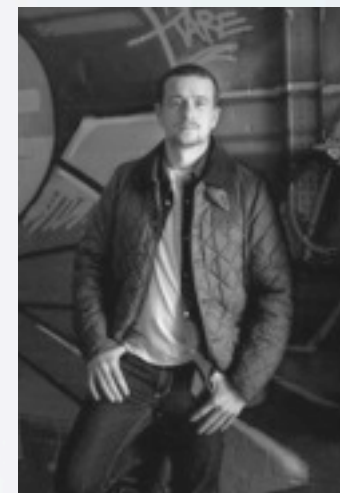


Having worked with just about every format in existence, Jonny's creative genius is versatile and always at the heart of his projects. Jonny has the ability to coax a creative performance from even the most difficult and/or inexperienced performers.

## ***HAMISH JENKINSON***

Director Hamish Jenkinson is most commonly known for his role as creative director of the Old Vic Tunnels; 4000 square meters of discussed railway tunnels underneath Waterloo station.

This is one of many facets that make up this talented individual. He is the executive assistant to Kevin Spacey and the pair has formed Mini Partners as a vessel for producing large-scale theatrical performances.



# UEFA CHAMPIONS LEAGUE FINAL 2011

## OPENING CEREMONY

CHOREOGRAPHER

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### **ASHLEY WALLEN**

Ashley made a name for himself choreographing performances of epic proportions. These most notably include, the "ash-mob" phenomenon of the Liverpool Street T-Mobile ad as well as the world record for simultaneous choreography with 20000 dancers performing to a live performance of Black Eyed Peas for Oprah Winfrey. On top of this, Ashley has choreographed for some of the biggest pop acts on the planet including Kyle and Danni Minogue, Sugababes, Will Young and Mariah Carey.





# UEFA CHAMPIONS LEAGUE FINAL 2011

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TESTIMONIALS

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## PERFORMERS

"It such an amazing experience and one that I'll never forget! So proud to be a part of it!" Alice Brazil-Burns

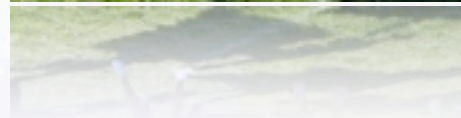
"I was lucky enough to be chosen to dance In the UEFA Champions league Final- Opening Ceremony. It was the coolest day of my Life, Thank You IdeasTap, Irresistible Films and Ashley Wallen." Ciarra Nevitt

"I have never seen so many people in My life! Truly amazing experience" Ciarra Nevitt

"It was the best thing I have ever done and I had an amazing time" Nicole

"Saturday was just incredible!!" Josie

"Moment of my performing career so far" Naomi Colette Huggins





# UEFA CHAMPIONS LEAGUE FINAL 2011

## OPENING CEREMONY

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**LINK TO FILM**

<http://www.irresistiblefilms.com/reels/player?token=4T38JXYM&source=WR>





# IRRESISTIBLE

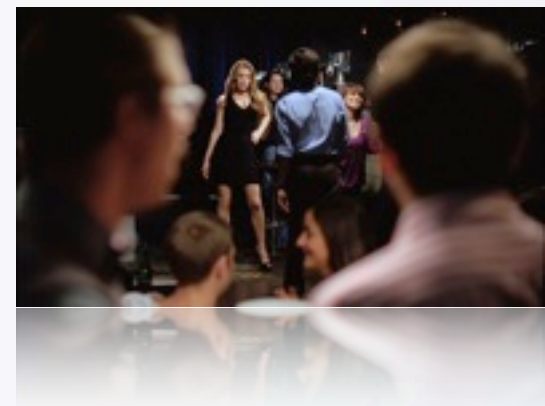
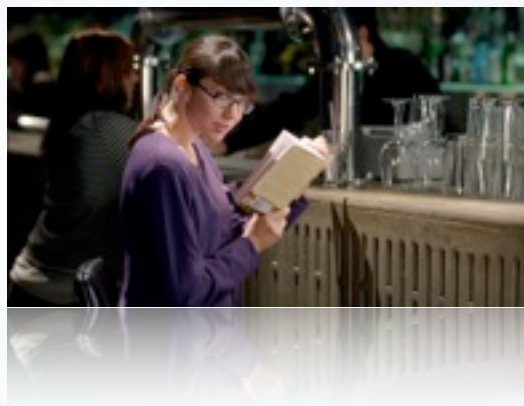
## CASE STUDIES

### PEPSI CO 'Pepsi Love'

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## OVERVIEW

A double-ending viral video starring Kelly Brook, is another successful collaboration with 20:20 agency. Irresistible Films approached the work with enthusiasm, and actively participated in the creative process from the very earliest stage. Shot on 35mm and edited in-house, this 1-minute online ad produced some impressive responses. Mindshare, the Global Media Network, successfully performed the distribution. Going from sign off to web in 7 days, the viral quickly drove awareness of Pepsi Max Kicks across all major digital channels.





# IRRESISTIBLE

CASE STUDIES

PEPSI CO 'Pepsi Love'

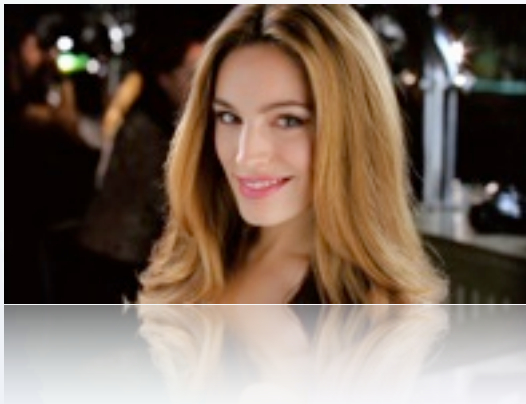
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## RESULTS

Over 11.5 million complete plays (35 million in total).

25 million impressions on Facebook **in one day**.

Increased web traffic to 15,000 visits a day.





## OVERVIEW

To coincide with Danone's winter 'Come Out & Play' campaign, Irresistible Films were commissioned to produce a viral video of their character Toby the Tortoise. Irresistible worked alongside advertising agency 20:20 to develop the idea, making it more viral and less commercial in style to benefit the online response. The video was launched on the Danone Youtube channel just before Christmas, and has picked up over 360,000 hits in just two months.

The Extreme Tortoise is a result of creative collaboration with some of the best digital talent. Directed by Jonny Grant and Produced by Luke Plaister from Irresistible Films, the video was then seeded by Unruly Media, the global leader for social video distribution and engagement. The CGI was created by the motion graphics experts at Jellyfish London.



## RESULTS

Over 360,000 plays. 1300 likes and almost 700 'favorites' within a month caused the film to trend on Youtube automatically generating a Youtube homepage link.

Featured on The Inspiration Room and World of Ads, the video created highly positive response and was successful in generating the buzz among the target audience.

See the viral here: [http://www.youtube.com/watch?v=WzniQv\\_LpWA&feature=related](http://www.youtube.com/watch?v=WzniQv_LpWA&feature=related)

