



ALDI: TOMATO SAUCE

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: UK

Running Time: 20s

Director: MJ Delaney

Producer: Jane Lloyd

Production Company: Love Commercial Production Co.

Short Synopsis: Amelia talks to us about ketchup, and the things she does and does not like.

Long Synopsis: A 3-year-old girl called Amelia tells us about which ketchups she likes, as well as what she doesn't like. The commercial was shot and graded to look like a home video – an intimate moment where a little girl presents her own 'show' for her parents. I knew instantly upon meeting Amelia that she was the girl for the job, as she has a thoughtfulness about her that is honest and endearing – she moved Lesley Beastall, who did the casting, to tears the first time they met! As a result of a series of 'playdates' with our tiny four-man crew in the lead-up to the shoot, Amelia was comfortable enough to deliver a huge range of fantastic performances, making it hard to choose which take to use – she gave us everything from hysterical giggling and spinning of ketchup bottles, to quiet, reflective moments like this one.

www.hellolove.tv

www.sohoshorts.com