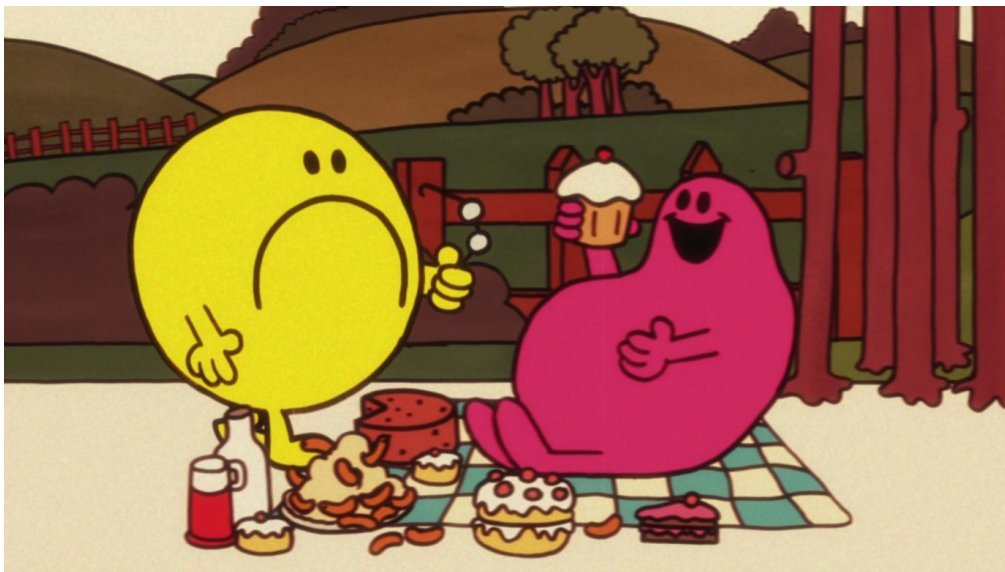




SPECSAVERS: HAPPY

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY



Country: UK

Running Time: 30s

Director: Darren Walsh

Producer: Debbie Crosscup

Production Company: Passion Pictures

Short Synopsis: Mr. Happy isn't happy at all...if only he had gone to Specsavers.

Long Synopsis "Happy" is the latest commercial in a campaign by the leading optician brand Specsavers and uses characters from the well loved BBC children's TV series Mr Men. The new 2D animation spot features Mr Happy, Mr Greedy, Mr Messy, Mr Bump and Mr Tickle. The commercial is directed by Darren Walsh at Passion Pictures and was devised by Graham Daldry, Simon Bougourd, Neil Brush, Michael Hutchinson and Aaron Scoones from Specsavers Creative, Specsavers' award winning in-house advertising agency.

www.passion-pictures.com

www.sohoshorts.com