



## VIASAT 4: IDENTs

RUSHES SOHO SHORTS 2011

THE BROADCAST DESIGN CATEGORY

**Country:** UK

**Running Time:** 3m 25s

**Director:** Jake Mavity & Rich Mitchell

**Producer:** Will Waters

**Production Company:** Tantrum

**Short Synopsis:** Viasat 4, a Scandinavian broadcaster, wanted to reinforce the notion that their channel broadcast more spectacular AND UNUSUAL content than their rivals. Seemingly normal situations are twisted to make them extraordinary. A skydiver falls past a skydiving dog, a fisherman is unaware the island behind him is part of a huge fish lurking beneath him and characters in a western film USE props from the real world to settle an argument.

**Long Synopsis:** n/a

[www.tantrum.tv](http://www.tantrum.tv)

[www.sohoshorts.com](http://www.sohoshorts.com)