

Weetabix — Steeplechase

TV and Web Commercials

CONTACT

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The Mill

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United Kingdom | 1'30"



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Horses and riders line up for a race, but as they reach the fence a horse and jockey fall. Jumping up, the jockey turns to his steed who remarkably tells him to run! So he does, passing the competition, cheered to victory. The spot closes with, "Someone's had their Weetabix."

Agency

WCRS

Creatives

Larry Seftel

Dave Day

Agency Producer

Sally Lipsius

Production Company

Rattling Stick

Producer

Sally Humphries

Director

Ringan Ledwidge

DP

Jess Hall

Editing Company

Work Post

Editor

Richard Orrick

Post Production

The Mill

VFX Producer

Gemma Smith

Colorist

Mick Vincent

Lead 3D

James Sindle

Lead 2D/ Shoot Supervisor

Barnsley

Flame Assist

Adam Lambert

Zoe Cassey

3D

Teemu Eramaa

Ivor Griffin

