



ABOUT

- [About](#)
- [Staff](#)
- [Advertise](#)
- [Policies](#)
- [Contact](#)
- [Syndicate \(RSS\)](#)
- [Contribute](#)

BEATS

- [Current](#)
- [Music](#)
- [Arts](#)
- [Food](#)
- [Adventure](#)
- [Sports](#)
- [Guest](#)

SEARCH

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Username:

Password:

- [Create new account](#)
- [Request new password](#)

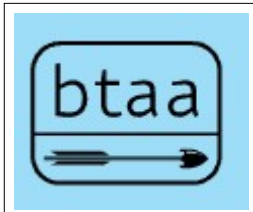
NAVIGATION

- [feedback](#)
- [recent posts](#)

[Home](#)

WisFilmFest2007: British Television Advertising Awards

Submitted by [Jesse Russell](#) on Mon, 2007-04-16 09:49. [Arts](#) | [Film](#) | [WisFilmFest2007](#)



The British Television Advertising Awards was one of the most highly anticipated tickets in my pack of 12 this Wisconsin Film Festival weekend. While I have issues with the concept of advertising I do enjoy a well done commercial that can tug at my heart strings or tap on my funny bone. The latter seems to be easier in the world of commercial advertising, but there was more than one occasion on Sunday when I experienced some serious heart string tugging - the **National Society for the Prevention of Cruelty to Children** ad leaps to the forefront of my mind. The problem

when walking out was I couldn't figure out how to review a pack of commercials. Sure I could point out the ones that I felt were successful and the ones that I felt fell a little flat, but would it matter? Commercials come and go, and these being commercials that appeared on UK Television the chances of you ever seeing them is unlikely. Then it dawned on me - YouTube is ripe with clever commercials, I bet I can find some of these over there. And sure enough, I did. So I now present to you a handful of the commercials you missed at the film festival:

1. NSPCC "Speech Bubble"
2. Sony Bravia "Bouncing Balls"
3. Vodafone "Mayfly"
4. Egg Money "Hiding Stuff"
5. Lynx Body Spray "Ravenstoke, Alaska"
6. Stop Land Mines
7. Bird's Eye "Frozen Pea Car"
8. Johnnie Walker "Paintings"
9. Smirnoff "Triple Distilled"
10. Stella Artois "Reassuringly Elephants"
11. Cravendale Fresh Milk "The strawberry cows want it back..."