

## Carlton Draught brings you your life in ‘Slow Mo’

This Friday will see the premiere of the new Carlton Draught television commercial, Carlton Draught ‘Slow Mo’. Created by Clemenger BBDO Melbourne, it stays true to the great Carlton Draught tradition of ‘taking the piss’, bringing slow motion camera technology into the pub to showcase men in all their ‘Slow Mo’ glory.

“Blokes love beer, the pub and their mates”, said Vincent Ruiu, Carlton group marketing manager. “We thought we would slow all that down a little to savour the experience.”

Whether it’s sport, wildlife documentaries or high-brow advertisements, slow motion vision has permeated every facet of television. Which is why Carlton Draught decided it was the perfect time to turn this high precision camera on something a little less spectacular: men... in particular, men in pubs. The result is the latest instalment in Carlton Draught’s long running ‘Made From Beer’ campaign.

“A guy’s life isn’t meant to be complicated”, continued Ruiu. “Sometimes it’s the small things that impress us the most. We’ve gone from looking at the world in a huge scale with ‘Big Ad’ to taking a look at a man’s world close-up and in slow motion. We’re confident beer fans will like what they see.”

The campaign was shot using two Photron SA1 SD high speed cameras, which can shoot anywhere between the normal 25 frames per second and an incredible 9000 frames per second. The scenes in Carlton Draught ‘Slow Mo’ were shot at speeds between 500 and 9000 frames per second, giving them that beautiful (and hilarious) detail – such as a peanut flying out of a guy’s mouth, or the reverberations of an ample backside dropping on to a bar stool.

Every ‘Slow Mo’ shot needs to be accompanied by important, grandiose music. And if the soundtrack sounds familiar, it’s because Puccini lent his famous tune to what will surely become the thinking pub goer’s new anthem:

*Slow motion.  
Men in slow motion.  
Men look much better in slow motion.  
It makes me want to sing quite loud.  
Now, now, I want a Carlton Draught, chips and lasagne.  
Men in slow mo...  
In slow mo...  
Slow motion.  
Blah blah blah...  
Slow motion.*

Executive Creative Director of Clemenger BBDO Melbourne, Ant Keogh, says finally, slow motion has found its true subject matter. “Since the invention of the Phantom super-slow motion camera we’ve seen it used to beautiful effect. We thought we’d jump on the bandwagon but subvert the usual beautiful imagery and focus on blokes and the dumb stuff they do; blokes in all their wonderful, fallible, glory,” Keogh said.

Executive Creative Director:	Ant Keogh
Creative Team:	Richard Williams and Anthony Phillips
Senior TV Producer:	Sonia von Bibra and Pip Heming
Group Account Director:	Paul McMillan
Account Director:	Mick McKeown
Account Manager:	Phoebe Farquharson



## PRESS RELEASE

Director:	Paul Middleditch
Executive Producer:	Peter Masterton
Production Company:	Plaza Films
DOP/Cinematographer:	Daniel Ardilly
Editor:	Peter Whitmore – The Editors
Music Production Company:	Level Two Music Electric Dreams
Sound Designer/Engineer:	Cornel Wilczek
Sound House:	Electric Dreams
Client:	Carlton & United Breweries
Marketing Director:	Peter Sinclair
Group Marketing Manager:	Vincent Ruiu
Senior Brand Manager:	Richard Oppy
Assistant Brand Manager:	Shencina Formenton

For more information, please contact:

Emily Birks (Pulse Communications)

[emily@pulsecom.com.au](mailto:emily@pulsecom.com.au)

0408 491 725

Steve Munachen (Pulse Communications)

[steve@pulsecom.com.au](mailto:steve@pulsecom.com.au)

0404 014 930