

## Rollin' with Halfords

LONDON, UK / CAPE TOWN, SA: Halfords launches a summer offensive on the UK's road warriors: *Keep On Rollin'* campaign launch features new ads and a reinvigorated brand world. Mother has created a new campaign that attempts to unite the UK's transport factions - by highlighting their mutual love of the open road. And the campaign was shot in South Africa.



In two new spots for Halfords, Cyclists and Motorists chant Steppenwolf's classic highway hit 'Born to be Wild' as they embark on an epic adventure on their vehicle of choice. Britain's bucolic vistas are transformed into a vision of Americana as our heroes sprout biker's beards and jailhouse tats.

Halfords' new brand world, *Keep On Rollin'*, kicks off a multimillion pound integrated campaign for the retailer.

*Keep On Rollin'* is where the great American road movie meets Great Britain. Because Halfords know there is a James Dean somewhere inside each of us. (Deep inside some of us). Or a Steve McQueen. Or a Thelma and Louise. Just without the Grand Canyon bit. Halfords want their customers to feel the wind in their hair. Or their leg hair.

### On the move

*Keep On Rollin'* is an expression of Halfords' belief in 'living life on the move', and enabling their customers to pursue their passions - be they two or four wheeled - with market leading prices and customer service. *Keep On Rollin'* expresses the joy of cycling and driving at their most emotional and aspirational: the draw of the open road; the spirit of adventure; the sense of freedom.



Like the beard, kid.

Drawing on references to classic road movies the ads show how even the most British of trips can provide a sense of adventure that leaves the rider transformed and feeling free. Each trip begins with a helping hand from Halfords as our heroes make their way out onto the open idylls of the British countryside. But before long we see both them and the landscape transform into a world that's more *Easy Rider* than *Tunbridge Wells*. And in drawing on pop culture's most archetypal depictions of the joy of life on the move, *Keep On Rollin'* expresses Halfords mantra of 'for your life on the move' in a fun, emotive way.

### Awaken your inner rebel



Paddy Fraser, Creative Director at Mother said: It's in all of us. The desire to feel the wind in our hair. With *Keep On Rollin'* we hope to awaken everyone's inner James Dean. So fill your glove box with de-icer, set your satnav to Freedom, and turn up the Thunder. Because life is like an open road. An open A road to Congleton."

Caroline Michael, Halfords Head of Advertising and Digital Media said: "This summer we wanted to create a campaign that celebrated the joys of cycling and driving at their most emotional and aspirational. We also wanted something that would create real talkability, and in this entertaining and engaging creative we feel Mother have really delivered."

[Watch the video](#)

### Credits

Prod Co. Blink  
Director: Bjoern Ruehmann  
Prod Co Producer: Sam Levene  
Sound designer: Sam Robson @ 750mph  
Editor: Paul Hardcastle @ Trim  
Post production house: Electric Theatre Collective



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