

New tongue-in-cheek TVC for the Mitsubishi ASX

Mitsubishi Motors in the UK teams up with Golley Slater Cardiff, Fresh Films and Stone Dogs to launch a new tongue-in-cheek TVC to promote its ASX model.



The film is shot in a mockumentary-style and directed by an experienced mockumentary director, Sami Abusamra.

The 90-second ad takes place in what looks like an animal sanctuary but is quickly revealed to be an overworked human sanctuary filled with accountants, chefs and supermarket cashiers.

The tongue-in-cheek spot focuses on the rehabilitation of one accountant, 'Colin', as the final scene shows the Mitsubishi ASX reuniting him with his family, perfectly parodying the inspirational tone of animals being released back into the wild.

Boutique VFX and finishing house, Stone Dogs, was tasked with creating a grade to complement the film, as well as completing the online and VFX work - which required clean-up, stabilisation, and signs being composited around the fictional sanctuary to bring the campaign idea to life.

Brian Carbin, co-founder and Flame artist at Stone Dogs, comments, "It was great to work with director Sami Abusamra, producer Amanda Lowit and the talented team from Golley Slater Cardiff - Dave Abbott, Paul Williams (creative directors), Sophie Young (account director), Mike Leeson (MD) and the clients from Mitsubishi Motors in the UK on this digital content for the Mitsubishi ASX."

ASX digital content includes 60-second, 30-second, and 10-second cut downs and aired on Friday, 28 December 2018.

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