

“TEARS” AND “SPEED” TWO SPECTACULAR ADVERTS FOR STUDIO+’S GLOBAL LAUNCH

Small format and big ambitions for Studio+, the first global premium series offer for smartphones launched early December by Vivendi and Canal+. *Tears* and *Speed* (from Havas Paris) will be screened in cinemas and on mobiles to back the launch. Directed by Julien Seri, produced by HRCLS (Hercules) and overseen by creative director Christophe Coffre, both ads aim to show just how much fun viewing films on mobiles can be.

The two action-packed ads were shot simultaneously, the outside scenes in Chicago while the inside scenes were filmed in a Bangkok studio where an underground station including train and carriage was built (see filming diary). This consisted of a metal and painted wood set that took three weeks work. The movable set enabled the team to create four different underground stations. Both ads needed considerable 3D and special effect post-production work to simulate the speeding train in *Speed* and the wave in *Tears*.

Christophe Coffre, Havas Paris Chief Creative Officer, said : *“We need to demonstrate that emotion and action are just as intense in the mini-series format (10 x10”). I’m very proud of these two little cinematic gems”*.

Targeting the 600 million smartphone owners in countries where Vivendi plans to introduce its latest venture over the next 18 months, both ads will be screened in USA, Canada, throughout South America, France, Italy and soon the rest of Europe.

Gilles Galud, CEO of Studio+ said proudly: *“These two top-class adverts show how people can view films on mobile phones while showcasing our planned premium series offer”*.

Filming details

- 2 days shoot in Chicago of outdoor scenes
 - Filming by drones and Red Epic
- 3 days shoot in Bangkok of inside scenes
 - A 22,000 square feet studio
 - 23 days to build sets (train + station scenes)
 - 4 different platforms put together using a movable set
 - Filmed by chief operator Reynald Capurro + director Julien Seri (2 cameras)
 - Wardrobe for over 50 people by French stylist Tamara Faniot
- 10 weeks post-production by HCRLS (Hercules) and Mikros
- Original music
 - *Speed* : Vincent Carlo and Marius Lenoir, 2 action movie music composers with a Las Vegas studio
 - *Tears* : Daniel Wohl