

The Simpsons

TV/Viral Campaign

Re-affirm Sky One as the true home of The Simpsons.

Sky One asked us to help them do something that would affirm the channel as the true home of the Simpsons. We hit on the idea of shooting the much-loved title sequence of the show for real.

Working closely with Sky One we eventually persuaded Fox to use this unusual way of promoting the show. The spot was shot over five days in and around London, seeded on several sites and within days became an instant hit. It attracted huge media coverage and was a massive success for Sky One, receiving over 25 million hits on Youtube before it was taken down by Fox (due to their ongoing dispute with youtube).

The spot went on to win several awards (including a D&AD for best viral) and Sky one saw off the challenges from other networks (most notably Channel 4) to claim the Simpsons as their own.

