

WHO NEEDS ACTORS?



Factual Entertainment: 2 x one hour



AMAZING ANIMAL ADS

From car insurance to candy – animals can sell almost anything. Turtles can deliver coffee, a zebra can taunt a lion and an elephant can teach a grown-up a lesson about sharing.

This fascinating special from the creators and experts behind some of the most successful commercials ever made featuring animals, highlights award-winning advertisements and features many spectacular international campaigns, providing a revealing insight into the making of these amazing animal ads.

Over the years, a host of animals have become international advertising icons. From the *Aflac* duck to the *Geico* gecko – their role in campaigns makes them synonymous with the brand – creating a following and an identity that can become a global phenomenon.

Amazing Animal Ads reveals how, through clever writing and computer generation, the television audience is taught to believe that animals can truly perform miraculous stunts, whilst CGI experts expose the tricks of the trade by showing how they create two hundred pound pigeons, soccer playing squirrels and dancing dinosaurs. Top Hollywood animal trainers also reveal the secrets of how they get their animals to do amazing things for the camera such as finding out how they got a dog to gargle and a bear to bake cookies.

Amazing Animal Ads features some of the best-loved commercials and campaigns from some of the biggest international brands including *Aflac*, *Serta*, *Geico*, *Honda*, *Miller Lite*, *Frontier Airlines*, *Nike*, *Nissan*, *Toyota*, *Jeep*, *American Express*, *Red Bull* and many more.

The world loves animals, especially when they are compiled into this two-hour special of the funniest, most artistic and clever advertisements ever created!



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A Cheri Sundae Production

Produced by: Gary Basmajian

Executive Producer: Cheri Brownlee

Written by: Ken Davis