

Totally digital

The new cinema commercial for Cadbury, advertising their website and their Chocolate Innovators competition, has been entirely digitally produced by 33degrees Interactive, a Berry Bush BBDO satellite company, using cutting edge technology. Says Pete de Bruin, MD: "The advantage of this medium of production is that it is extremely cost effective while ensuring the quality for work remains high. Digital production of commercials could pave the way for many brands to explore television and cinema, for the first time, in their communication strategies. It could also result in a resurgence of cinema advertising."

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