

British Stars Join Nurses for a Touching PSA Set to the Lyrics of 'We'll Meet Again'

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LONDON—The 1930s hit song “We’ll Meet Again” is synonymous in Britain and around the world with the World War II era—and it has had something of a renaissance in the U.K. as the country battles the coronavirus pandemic.

Vera Lynn, the now 103-year-old original singer of the track has re-released it for charity as a duet with opera star Katherine Jenkins, and all around Britain there have been reports of neighbors bursting into song as they try to emulate some of that era’s wartime spirit.

Agency St. Luke’s has sought to capture the sense of camaraderie in a new pro bono social video for Britain’s National Health Service. The spot features a host of celebrities, including Ralph Fiennes, Orlando Bloom, Scottish comedian Billy Connolly and actor Ray Winstone, who most recently starred in the movie Cats.

The stars join doctors, nurses, hospital janitors, shopkeepers and bus drivers all working on the front lines of the COVID-19 pandemic to each speak a few of the song’s famous lyrics over the film to acoustic guitar music.

The film runs just under two and a half minutes and features 44 people in total, all who filmed themselves. It was edited remotely.

The film has been launched to reinforce the NHS’s #StayHomeNow

message as the country remains in lockdown to halt the spread of the virus that causes Covid-19.

Last month, St. Luke's created a temporary logo redesign for the NHS, reversing it as SHN—short for “stay home now”—to relay the government's social distancing guidelines. The reverse logo gained traction on social media.

“Seeing the NHS staff, key workers and the nation get behind our #StayHomeNow message has been incredibly touching,” said Rich Denney, executive creative director at St. Luke's. “Creating this film to further strengthen the message as lockdown is extended in the U.K. felt like the right thing to do, using our communications resources and skills to help keep the message front of mind.”

CREDITS:

Agency: St. Luke's

Chief Creative Officer: Al Young

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Designer: Jon Hubbard

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Producer: Peter Knowles

Executive Producer: Victoria Fitzwilliams

Video Editing: Final Cut

Editor: Rick Russell

Sound Design: Ben Leeves at Jungle Studios

Music: 'We'll Meet Again' (Charles/Parker)

Publisher: Wise Music Group, Dash Music

Musician: Michael Palmer

Arrangement: Sacha Puttnam

Music Supervision: Native

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