Škoda Made Tiny Replica Car Models to Shoot Its Quarantine Ads

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40 mins ago

If the coronavirus crisis has shown the advertising industry anything, it's that creativity rises above even the most adverse challenges. And now Škoda has become the latest brand to create and shoot an international ad campaign remotely from home.

Created by agency Optimist with production company Halal, the campaign, which includes four short films, strikes a different tone to what has come to be expected from car brand advertising and was created inside the directors' own homes.

Rather than featuring a car so smooth that it has the effect of rocking a baby to sleep or a sporty vehicle effortlessly hugging the bends of a road that stretches through a dramatic mountainous landscape, this Škoda campaign puts three miniature SUVs—a Kodiaq, Karoq, and Kamiq—front and center.

In one spot, a man is seen rolling around in his living room playing with a toy car and in another an SUV is seen dodging egg cups and coffee cups as it navigates around the kitchen.

Škoda isn't the only car brand to bring a miniature car replica to life in an ad. Last month, Honda UAE made a clever spot using original footage shot entirely from home.

Agency Memac Ogilvy in Dubai borrowed the miniature car from a Honda exec's kid, attached it to a hook and fishing line and pulled it around on the floor.

CREDITS:

Client: Škoda
Agency: Optimist
Creatives: Ton Hollander
Agency producer: Silke Rochow
Production company: Halal
Director / DoP / production design / art direction: Johan Kramer, Steffen Haars, From Form
Editor: Kevin Whelan (Johan Kramer’s film), Brian Ent (Steffen Haars’ film), From Form (From Form’s film)
Grading: Joppo at De Grot, From Form
Online: Robin at de Grot (Johan Kramer’s film)
VFX: Thaumar Rep, ShoSho (Steffen Haars’ film)
Sound design: Marcel Walvisch (Johan Kramer and From Form’s films), Arno Willemstein (Steffen’s film)
Music: Sjam Sjamsoedin

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