PRESS RELEASE

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A healthy diet of olive oil, cappuccinos and milkshakes!!!

The Greeks swear by the curative powers of Olive Oil, whilst no self respecting Italian would turn up the chance of a cappuccino caffeine fix. Similarly our friends in Scandinavia have been extolling the virtues of good bacteria in dairy for decades. All these have been the focus of the lens of award winning DoP Rob Payton in recent weeks.

Fillipo Berio – Olive Oil
Guerrilla Films chose Rob to light and shoot the new campaign for top selling olive oil Fillipo Berio. Filmed entirely in Studio, including the 'exterior' Braii shots! The commercial focuses on the variety and range of uses for the product. As with all good meals, the commercial closes on an empty plate. The hectic 2-day shoot comprised of over 20 tabletop food shots. Despite the time constraints the agency walked away with 10 versions of the advert ranging from 10 to 40 seconds.

Breville Cappuccino Maker
Rob Payton flew in to Manchester to film the advert for the new Breville Instant Cappuccino maker, for local production company Chief Films. The spot features a well-known UK model competing with a frothy and perfectly formed cappuccino to be the most beautiful item in the frame. Having already shot over 40 spots commercials for UK retail group Dixons.

Yazoo Milkshake
Payton continued his longstanding relationship with 2am Films, in a lively spot for Yazoo Milkshake. Directed by Russell England, and aimed squarely at the teen market this effects heavy commercial was shot in a disused school, and showed the transformation of young boy who resembled a plank of wood, into a larger than life character, following a healthy intake of Yazoo Milkshake.

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