

WALLACE AND GROMIT CREATORS SIGNED FOR SWITCHOVER CAMPAIGN

Digital UK has teamed up with Oscar winning Wallace and Gromit creators Aardman for an autumn campaign to drive awareness of the UK's switch to digital television.

Aardman is working on the latest series of trails featuring computer animated robot character Digit AI (pictured below right, voiced by Matt Lucas), who guides consumers through the world of digital TV. The campaign will run across national BBC One and BBC Two for the first time from early October.

Beth Thoren, Digital UK Director of Communications, said: "Aardman have a gift for creating fun, engaging characters. I'm delighted they are helping with our campaign which is called 'Why Wait?' and aims to remind people that switchover is coming but they don't have to wait until then to enjoy the benefits of digital television."

The Digital UK campaign, created by AMV BBDO will see "AI" alongside viewers in a variety of domestic situations enjoying digital TV programmes.

The national campaign will continue to Christmas, and include commercial TV trails urging seasonal shoppers to look for the 'digital tick' logo, which identifies switchover-ready products. There will be also bound inserts in the Christmas editions of Radio Times and TV Times.

Regionally, the campaign moves into the North West, with information booklets being delivered to 3.1m homes across the Granada TV region, due to switch to digital in 2009.

Digital UK's first campaign launched in May with a mix of national commercial airtime and regional BBC trails. During May and June, national awareness of switchover increased by 13 percentage points. Public awareness of switchover for the second quarter of 2006 averaged 66 per cent.*

* Source: Ofcom/Digital UK Tracker Q2 2006

- ends; notes follow over -



Client	Beth Thoren, Director of Communications and Jane Ostler, Head of Marketing, Digital UK
Brief	Communicate the benefits of digital TV – encourage people to switch now rather than waiting for the digital TV switchover
Creative agency	AMV BBDO
Copywriting	Milo Campbell, Dave Buchanan
Art direction	Sonny Adjordan, Mike Hannett
Agency production	Carol Powell
Account handling	Stuart Wells
Planning (creative agency)	Ashley Alsup
Production company	Tantrum at A Film Company
Production company production	Will Waters and Alex Myers (Executive)
Direction	Mikko
Animation Company	Aardman
Animator	Peter Peake
Producer	John Woolley
'Digital tick' and Digital UK identity	Lambie-Nairn
Direct Marketing	Rapier
Media agency	MediaCom
Media planning	Lizzie Nolan

About Digital UK

Digital UK is the independent, not-for-profit organisation leading digital television switchover in the UK. The company manages the upgrading of the UK's 1,154 television transmitters for digital; explains switchover to the public; and works with industry to ensure understanding and support for switchover. Digital UK is funded by the public-service broadcasters and multiplex operators. Consumer helpline 0845 6 50 50 50. For press pack and material visit digitaluk.co.uk/press.

About Aardman

Aardman is a world leader in model animation. The studio has been nominated for an Oscar eight times, and has won four. *The Wrong Trousers* (1993) won more than thirty awards and became one of the most successful animated films ever made. Wallace and Gromit's first feature film *The Curse of the Were-rabbit* (2005) topped the box office charts in both the US and UK and won international awards including the Academy Award for Best Animated Feature Film and the BAFTA for Best British Film.

About AMV BBDO

AMV BBDO is one of the most consistently creatively-awarded agencies in the world, famous for award-winning advertising campaigns for clients including the Economist, Guinness and Sainsbury's. In The Gunn Report, published every year to aggregate the performance in creative awards ceremonies around the world, AMV BBDO has been the top performing UK agency and BBDO the top performing international network since the awards began.

About switchover

Starting in 2008 and ending in 2012, TV services in the UK will go completely digital, region by region. The UK's old analogue television signal is being switched off and replaced with a digital signal. This will create a fairer situation in which everyone has access to a choice of affordable digital services. Switchover will also allow the UK to remain a world leader in broadcasting.

Contacts

Jon Steel
020 7462 5428
jon.steel@digitaluk.co.uk

Joe Smithies
020 7462 5442
joe.smithies@digitaluk.co.uk

Fishburn Hedges (public relations)
Rosie Strachan, Joanna Kwiatkowska or Matt Cooper: 020 7839 4321

digitaluk.co.uk/press