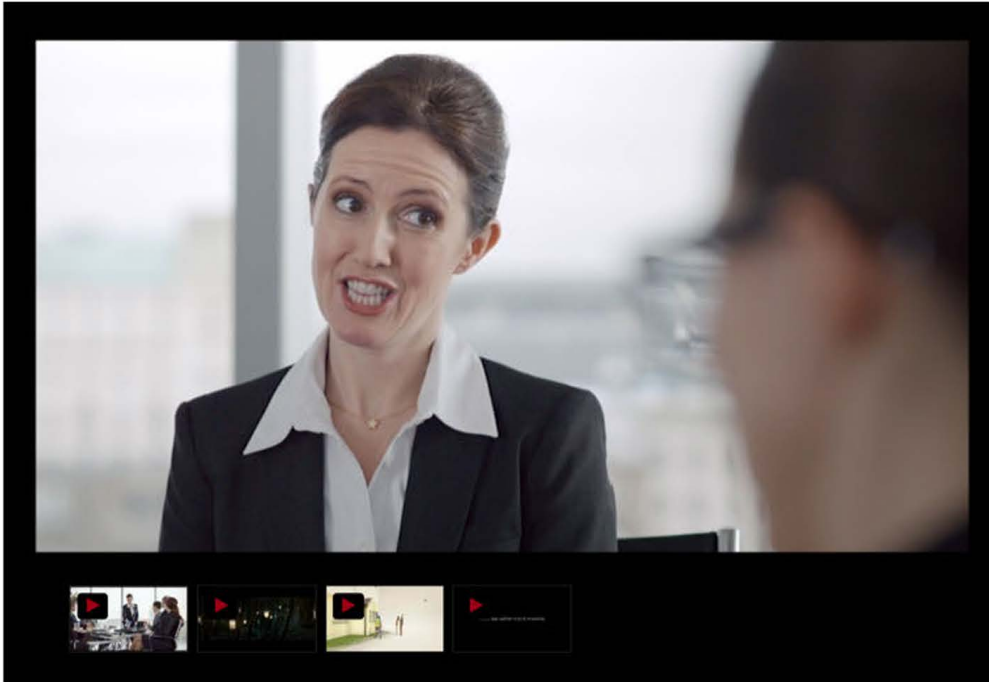


OTHER HIGH STREET

Private View: Rosie Bardales and Nick Hastings

February 27, 2014



CREATIVE



Nick Hastings

Co-founder and creative director, Krow

The Haribo commercial is a packet-full of dopey fun. Grey-suited horrors in a boardroom become instantly likeable when they talk about their favourite Starmix, simply because they are lip-synching to charming and totally believable kids' voices. It's brilliantly performed, and the director has had the good sense to keep it all beautifully understated (the actors take on the body language of kids, but so you laugh rather than cringe). One minor gripe – what's that 50s jingle doing at the end, the one no doubt championed in a boardroom somewhere in Europe? Kids could have done something much better.