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Everything's HunkyDory for Mary-Sue Masson.

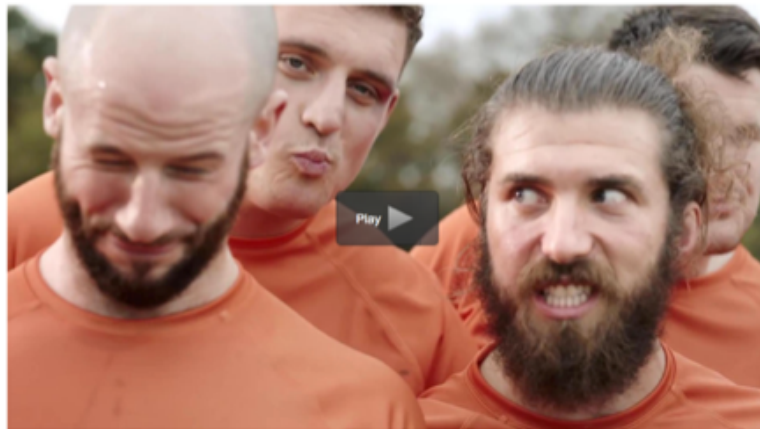
by Syd Briscoe



The HunkyDory team have kicked off 2017 by adding filmmaker Mary-Sue Masson to their roster.

The former creative director specialises in comedy and has worked for ad agencies and TV channels including Comedy Central and the BBC. She brings scripts to screen with a deft touch that makes her a valuable addition to HunkyDory.

A knack for comedy, eh? More than a knack - she's responsible for the now-iconic Haribo 'Kid's Voices' campaign which she wrote and directed. The concept could have fallen apart completely without a confident director at the helm and Masson pulled it off with aplomb.



The Six Nations never seemed the same after that one. The campaign won a ton of awards and was named the most impactful ad of 2015 by Nielsen. It's also been remade in Spain, Denmark, Sweden, Finland, France and the US.

Heck, that's pretty impressive. What else has she done? You may also recognise her comedic gift in Young's campaign from 2015, featuring a posh cat royally offended that its owners won't share their fishy delights. Rupert Everett voices the long-suffering cat and brings both hilarity and a touch of gravitas to the whole affair.

