

CREATIVE SHOWCASE MEMBERS CHOICE OCTOBER 29, 2007



iRobot

Television

Title

Animal House

Agency

The Gate Worldwide
www.thegateworldwide.com

Account Executive

Beau Fraser

Art Director

Bill Schwab

Creative Director

David Bernstein

Director

Simon Cole

Editor

Chuck Willis at Cut and Run

Music & Sound

Big Foote

Producer

Bob Samuel

Production Company

HSI

Writer

David Bernstein



DESCRIPTION

The Gate Worldwide created a TV spot aimed at Chief Home Officers, who view the cleanliness of their house as a reflection on them. The spot opens with a straightforward Chief Home Officer (a mom) acknowledging that she lives with "a bunch of animals" as the camera pans to live pigs running amuck (her kids) and a jack ass (her husband- as the camera conveniently points to the animal's backside). As the animals knock over plants, run up the stairs and destroy the house, the iRobot Roomba zips through the chaos, eliminating the daily grind of keeping the floors clean. The spot ends with the Chief Home Officer relaxing on the couch with her "husband" as the voiceover reads the tagline, "Let a robot do your dirty work."

OBJECTIVE

Beau Fraser's idea for repositioning the iRobot Roomba came to him the day he opened his apartment door and discovered that his housecleaner had paid a visit. Telltale tracks from the vacuum cleaner made the managing director of The Gate Worldwide realize that for big cleaning jobs, there was no getting around the mindset that a large, traditional vacuum cleaner is often the choice for deep cleaning. Rebranding the iRobot Roomba as a daily maintenance tool to keep the house clean and reduce the chore of vacuuming would be the product's "reason for being."

TECHNICAL CHALLENGE

Pigs can run upstairs, but not downstairs and had to be carried down during takes!

the **gate**



Beau Fraser is managing director at The Gate Worldwide, an international marketing communications firm that manages over \$250 million in client advertising. Its mission is to slay Sacred Cows.

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