



28 November 2007

Red Bee Media creates Heroes films for BBC TWO

Red Bee Media has created an iconic new series of talent films for BBC TWO using the characters from Heroes.

The talent films launch on Wednesday 28th November and feature four stars from the hit series; Claire Bennet (Hayden Panettiere), Mr Bennet (Jack Coleman), Peter Petrelli (Milo Ventimiglia) and Nathan Petrelli (Adrian Pasdar).

The brief for the creative was to create a real visual impact; to be innovative and challenging.

Each execution has been beautifully created using specially shot footage of each actor or bespoke animation. In the films the number 2 acts as a portal into the mind of the actors, allowing viewers an insight into their psyche.

Tony Pipes, Writer of the idents at Red Bee Media, said: "Heroes is the most talked about TV series of the year and to continue this buzz we've made a number of films using actors from the programme to promote not only Heroes, but the BBC TWO brand. In each of the films each actor reveals something about themselves."

The films are part of a groundbreaking new brand project from BBC TWO named 2Dimensions in which viewers will see key BBC TWO talent portrayed in two dimensions through the '2' portal.

The Heroes brand films will run predominantly in BBC TWO airtime and on the BBC TWO website but will also be aired across BBC One, BBC Three & BBC Four in the run up to the season finale on 5th December.

2 Dimension titles:

Broken Doll - Claire Bennet (Hayden Panettiere)

Eye See You - Mr Bennet (Jack Coleman)

Leap of Faith - Peter Petrelli (Milo Ventimiglia)

Black Flock - Nathan Petrelli (Adrian Pasdar)

Credits:

Creative Director: Mina Patel

Creative team: Tony Pipes and Matt Rhodes

Director: Matt Rhodes
Producer: Bridie Harrison
Telecine and post production: Prime Focus London
Audio: Grand Central

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