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Red Bee Media creates idents for Dave

17th October 2007, London – UKTV has commissioned Red Bee Media to create idents and branding for its new channel **Dave**, the home of witty banter, which launches on October 15th.

Dave will include programmes such as Top Gear, Have I Got News For You, Little Britain, QI, Catherine Tate and Never Mind the Buzzcocks. The shows are funny and smart and they all share an intelligent and irreverent humour – which is carried through to the brand identity.

Red Bee Media has created six bold and aspirational idents, designed to engage with and surprise the audience. They depict unusual situations and stories that focus on a group of friends over a weekend in the world of **Dave**. Nothing is quite as it seems in Dave's world, as the friends get themselves in and out of unexpected situations through the course of the weekend.

Surrounding the characters are the rich visual ephemera of the traditional country house: oil paintings in gilt frames and stuffed exotic animals. The on-screen package and navigation use these details throughout the channel, giving a surreal, identifiable and somewhat left-field feel to **Dave**.

By developing a cast of characters that can grow with the lifespan of the channel, the design of the idents venture into new channel branding territory. The logo is embedded within each scene, giving the viewer a visual brand narrative, rather than 'logotype' alone.

Mills Willis, Business Director for UKTV, Red Bee Media, comments: "We had the bold idea of creating a series of slightly subversive idents that can grow with the channel. We wanted to make **Dave** more than just a channel, we wanted to make it a home. The idents create a unique, compelling and adventurous brand language for **Dave**."

Credits:

- Director Kevin Hill
- Creative Director Ruth Shabi
- Design Director Simon Crabtree
- Designer Amy Johnson
- Producer Sophia Pendar Hughes
- Red Bee Business Director Mills Willis
- Account Director Katie Edwards

- Ends -

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