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Red Bee Media creates new trails for UKTV Christmas campaign

Red Bee Media has created two new trails using a Christmas Wonderland theme for UKTV, illustrating the breadth of programming across the network's nine channels.

With a bold new feel, the two 30-second trails, which air throughout the Christmas period, have been created to position UKTV as a fresh destination for viewers. Featuring strong graphic elements, the trails include children and adults in a white Christmas setting, with colourful UKTV snowflakes surrounding them, and finishing with the tagline: 'A Winter Wonderland'.

The idea behind the trails is to show current and new UKTV viewers that the network caters for all tastes across its nine channels; UKTV Gold, Dave, UKTV Drama, UKTV History, UKTV People, UKTV Documentary, UKTV Style, UKTV Gardens and UKTV Food.

Kevin Hill, Creative Director for the trails at Red Bee Media, said: "UKTV's trails were specially shot to depict the spirit of Christmas by children and adults performing a series of activities related to the season. Our aim was to create something magical that grabs viewers' attention."

Matthew Littleford, Channel Controller at UKTV, added: "Red Bee Media has provided UKTV with a fresh new on-air look. Our Christmas campaign will enable us to communicate our position as the channels of choice for viewers of all ages and tastes."

Credits:

Creative Director: Kevin Hill

Director of Photography: Bob Pendar-Hughes

Post production: Glass Works

Editing: Paul Hardcastle at Trim

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