

## FAIRY LIQUID

'I Hardly Ever'

Iconic and classic, Fairy Liquid was first on the shelves in 1960 and has been the leading brand ever since.

So, how do you pay homage to Fairy Liquid, the product that epitomizes quality and value for every household sink for the last 50 years?

The answer? With the greatest Heritage Ad to blow all heritage ads out the bubbly water.

We want to offer up visual eye candy of nostalgia and memories of many eras, each with their own distinct feel and ethos. And the one element that runs consistently through is Fairy – the reliable friend that has always been on the windowsill for as long as we can remember.

## **TRUST FAIRY CLEANING POWER. TRUST FAIRY**

### **OVERALL FEEL**

This Heritage ad must feel like we have mined the depths of the Fairy archives to unearth the original commercials from the 50s, 60s, 70s, and 80s. So authentic that it puts the viewer right back in those times,

These vintage ads will play on the viewer's memories of each decade. They will be littered with timely references, which will make Granny say "Oh we had that clock.", or Auntie "I remember having plates just like that in the '70s!"

"My Mum had that kind of draining board!"

Or even, "Is that little girl Leslie Ash?"

Detail is the key. For shooting style, production design, wardrobe and art department it will be critical to recreate the feel and look of the ads of that particular era – offering charm and nostalgia – an instantly recognisable authenticity. But then the further twist will be when the decades seamlessly edit together. This fun will allow the audience to wonder. Do they recall these ads from their past? They couldn't possibly have been shot today to look like the past. Could they?

Similar to our Virgin Trains, a second viewing will be needed to take it all in again. The demo sequence is another very important element, emphasizing that Fairy goes a long, long way.

Literally, 50 years.

We want to savour and embellish it - stylised to really take advantage of the different era's mannerisms being inter-cut. As we pass through the decades, the gleaming tower of plates escalate higher and higher with staggering proportions. Magical and entertaining. Finally, when we cut to the Modern Day scene it will be very different again. Fresh and inviting. We embrace the NOW.

In the end, the Fairy message "I hardly ever buy Fairy Liquid" is more significant than ever with the current financial climate – it confirms what has been handed down through the generations – what Nanette Newman was assuring us when we were growing up -- that Fairy is good quality and you don't need to buy a lot because a little goes a long way!

## TRUST FAIRY VALUE

### STORY:

#### FADE IN:

We OPEN in a black and white world – we have been thrown back in time to a classic late 1950's advertisement - a Fairy Mummy in her 1950's kitchen, standing at her 1950's sink. As she turns to camera, she is holding a bottle of 1950's Fairy. At her side is her adorable five year old daughter looking up with joy and contentment listening to mannered Mummy address the camera:

*I hardly ever buy Fairy Liquid.*

The image quality, framing and muffled sound emphasize its authenticity. This is an archive commercial. It is iconic. While the image is in black and white – we can easily recognise the characteristic details that signal an era – like the blue and white striped teapot, the starburst clock, the plastic draining board, Mummy's scallop edged apron, her 1950's bouffant hair and her slightly affected performance.

#### CUT TO:

We jump ten years to a world of mod colour and funky contemporary style. Another advertisement has been dug out of the archive. This time it is a 1960's Fairy Mum at her 1960's sink with her alice-band wearing daughter clutching her Chatty Cathy doll.

This Fairy Mum is sporting her Twiggy ultra short hairdo. She addresses the camera:

*I hardly ever buy Fairy Liquid.*

This glimpse of a 1960's commercial is loaded with its mod day influences. It is not just the Vidal Sassoon angular hair cut or Mary Quant eye shadow. The mini dress hemline has jumped upwards. The bland palette has given way to brash brown, yellow and avocado hues of that era – curtains are splayed in geometric patterns. A kettle from Habitat. Funky shapes on the crockery. Duveteen appliqué wall hangings. Each little detail is another signpost of the Sixties.

CUT TO:

An even brighter, more vivid 1970's commercial. It is full of bold colour - Orange. Red. Blue. And nylon is king.

Our 1970's Fairy Mum, with her big Farrah hair holds up the Fairy bottle, with her cute little daughter in her 1970's jumpsuit playing with her clackers. She too smiles and speaks to camera:

*I hardly ever buy Fairy Liquid.*

The Digital wall clock flips and we...

CUT TO:

A 1980's Fairy commercial. Brash colour. Our 1980's Mum holds a bottle of Fairy. Her shoulder pads and hairstyle are obviously influenced by her dedicated viewing of Dynasty and Dallas. She smiles at her cute little girl in her polka-dot ra-ra skirt and side ponytail. With Rubik's cube or slinky. She says:

*I hardly ever buy Fairy Liquid.*

CUT TO:

A mass of white fills the screen. Copious frothy Fairy bubbles. We can no longer tell which era we are in.

CUT TO:

Black and white hands delve into the soft bubbles – and the first chintz patterned plate from the 50's is brought out of the sink. It has that 1950's sparkle.

SFX: PING!

We see a modest pile of pristine clean plates magically grow taller.

CUT TO:

Colour. And more bubbles with a thin elegant '60s hand wipes a sparkling fruit patterned plate.

We see the growing stack of fruit patterned plates.

CUT TO:

The cheeky smile of our '70s little girl as her Mummy shows off another hip modern flowery plate, crystal clean, from the soapy water. It sparkles. From a high angle we see not one, but three towers of the '80s orange band plates rise up.

SFX: PIZZAZZ!

CUT TO:

A simple white plate is wiped. It GLEAMS.

CUT TO:

The camera is low as we now look up to not just one tower, but a surreal number of HUGE stacks of plain white sparkling plates like the Berlin Wall, towering over us, the top out of sight. As we have been inter-cutting between the different commercials from the 50's, 60's, 70's and 80's, the hand-washed dishes of all the decades progressively soar over the different sinks in comical proportion. The dishware in each scenario SPARKLES in a unique way, depending on the era.

**THAT'S BECAUSE FAIRY'S CLEANING POWER LASTS A LONG, LONG TIME.**

**GENERATIONS HAVE TRUSTED IT TO LAST 50% LONGER THAN THE NEXT  
BESTSELLING BRAND.**

We CUT TO:

Present day. Through an open door we see our modern day Fairy Mum and her daughter in their cool modern kitchen. It is graphic, bright, sharp and fresh. Our Fairy Mum confidently picks up the bottle of modern day Fairy. Her little girl smiles. She's impressed how little has been used.

**TRUST FAIRY. AND YOU'LL HARDLY EVER HAVE TO BUY IT EITHER!**

**CASTING:**

If it is to be one face for all eras, it is very important their face is plain enough or will adapt for all time periods. The harsh angular women cast in the 1950's were very different to the soft gentle faces of the 70's. Casting two people could allow us the possibility of more authentic body types.

**PRODUCTION DESIGN:**

It is critical for the production design of these commercials from different eras to be real in every detail. Each vignette is a homage for a specific period.

The 1950s - the essential aspiration was to look like a domestic goddess, one who effortlessly did household work, in spite of looking like a diva.

The 1980's was the era of the "Superwoman". Mum's going back to work, but having a family at the same time. 'Having it all.'

**THE FAIRY BOTTLE** design will define each era. The different shaped bottles through the decades will be a crucial feature. Everyone remembers the classic bottle shape and label of their own childhood. We will end with the final bottle of today – “a beautiful bottle design that adds a touch of glamour to your kitchen.”

## **COSTUMES**

These need to be made or found to replicate the genuine style of the periods. It is yet another aspect which needs to be sourced with great precision in order to capture the materials and textures of the times.

## **SOUND DESIGN**

Sound effects will embellish the vintage ads. We want to be able to hear how SQUEAKY clean the dishes with authentic effects. The 1950's should sound as if recorded on an old mic with a slight crackling effect. We were thinking of a woman's voice for the Voice Over. It makes a lot of sense to use Nanette Newman as she is so positively associated with the brand.

## **CAMERA**

Both lighting and camera movement will replicate what was in vogue in the original time. Specific film stock or even tape will also help capture the variety of looks, as well as grading it in post later.

Similar to Virgin Trains, it's critical to study the commercials' shooting styles in each decade to assess lenses and framing to replicate an authentic look. This will then allow the modern day end sequence to contrast well. It is important that the END SECTION's camera should feel like today – trendy and not stilted – newer and fresher. In the old days it was far more theatrical --much more set up and mannered. We would like to play on the contrast as today there is lots of fresh light coming through the window.

50s b/w, straight laced. Live to tape. 60s colour, softer, with studio light. 70s bright, colourful. 80s wide lenses, fixed moves.

NOW: observational – a looseness to the camera.

## **POST PRODUCTION**

**Transitions** – we would like to explore the use of WIPES and timely transitions fitting the different eras when bridging between the decades – as long as it does not become too heavy handed or appear like it's trying too hard. This is an editorial choice which can be made later.

**Grading** - will help age the commercials from the different decades and finesse the colour, saturation and grain. From the black and white of the late 50s to the soft hues of the 70s, the hard look of the 80s to the clean sharp look of now.

## **CELEBRATION OF THE DEMO SECTION**

Slow and indulging. The middle section must be treated with as much care as the establishing wide shots.

This is twofold: The clean plates are the nostalgia. And the HUGE stacks are the humour. We will be identifying each one with the era it is from and noticing the different kinds of “SPARKLE” “GLEAM” and “PING” effects.

The choreography on a bubbles demo in the ‘70s would be different to the way it would be done in the ‘80s. We don’t want to rush but instead enjoy the stylised and contrasting formats from the different eras.

## **LAW IN SWEDEN**

The Law in Sweden demands that you have to have a man washing up. A modern-day husband. This is a statement.

Just a thought, but could this possibly work for all of them?

Let’s take the lead from the Swedes.

## **IN CONCLUSION**

We want to make the greatest heritage ad ever. And like P&G we appreciate we are not the first but we want to be the best. The enjoyable challenge is to study five decades of Fairy Liquid commercials and reproduce their styles, allowing them to blend.

Previously we’ve had to replicate the auction scene from the 1959 film ‘North By Northwest.’ However our reproduction caused disagreement. Accused of stealing the footage, we had to prove we’d recreated it ourselves. We hope that we can have the opportunity to be that accurate for Fairy.

Thank you for considering us.

Liam and Grant

*“Fairy Liquid was part of my childhood so naturally when I grew up and had children of my own, I stuck with Fairy Liquid. It is still kind to hands that do dishes, it still gets them sparking clean and Fairy Liquid still lasts a really really really long time.”*

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