

ADVERTISING

Artful Ads Remind Brits Not to Act Like Animals on Mass Transit

VMLY&R touts consideration and empathy



By David Gianfazio Feb 26 2020 - 1:20pm

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Please, don't act like an animal—rude, loud, inconsiderate—when you ride buses and trains in the U.K.

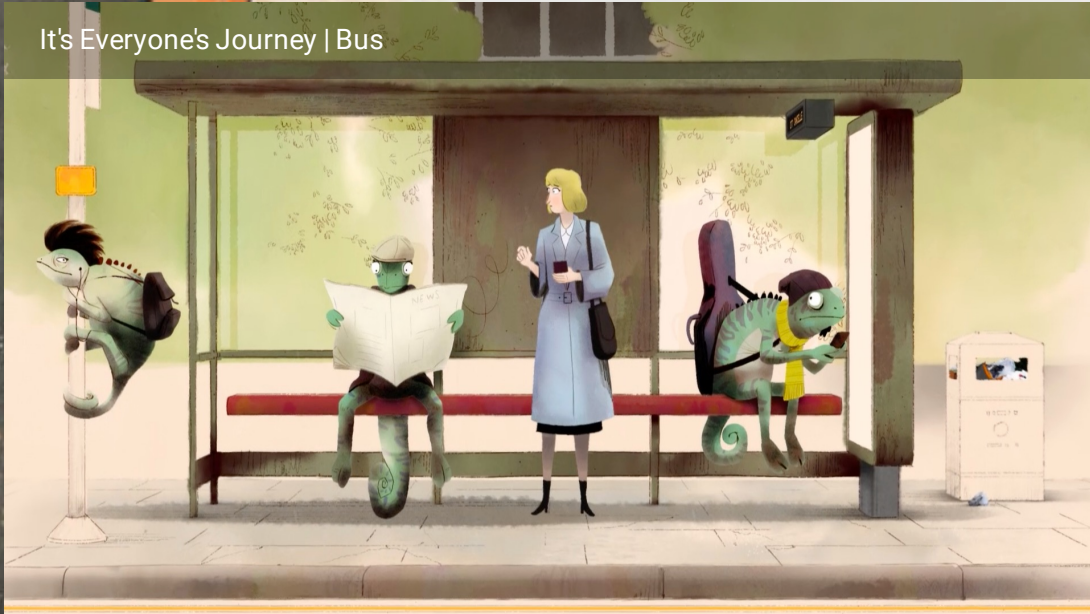
To make that appeal, the country's Department for Transport dispatches alpacas, bulls, hyenas and other critters across an artful animated campaign stressing empathy and inclusiveness.

Devised by VMLY&R, the campaign, "It's Everyone's Journey," seeks to encourage positive behaviors while avoiding preachiness or finger pointing. The animations from Nexus Studios show human travelers morphing into disagreeable beasts while behaving badly and, in most cases, transforming back into homo sapiens when showing respect and kindness.

negative attitudes and rudeness of other passengers.

With that constituency in mind (though the ads target all riders), the campaign employs various media formats, with a couple of :30 videos being the most expansive examples of the breezy-yet-biting creative approach:

It's Everyone's Journey | Bus



It's Everyone's Journey | Train



"We knew that mentioning the transport system to any Brit would provoke an instant angry knee jerk, so we needed a gentle approach," agency senior creative Perle Arteta tells Muse. "The idea of using an animated film and a catchy, charming song came from the trend of animations being geared toward a more adult audience. We're seeing more and more animation in movie theaters and at the Oscars that are using this surreal medium to

The work reminds everyone to be on their best behavior, and seeks to reassure the disabled community "who feel they can't travel due to the attitudes of others," Arteta says. "We need them to see that the transport system is changing, that people are learning, and to give them the support they need to feel more included."

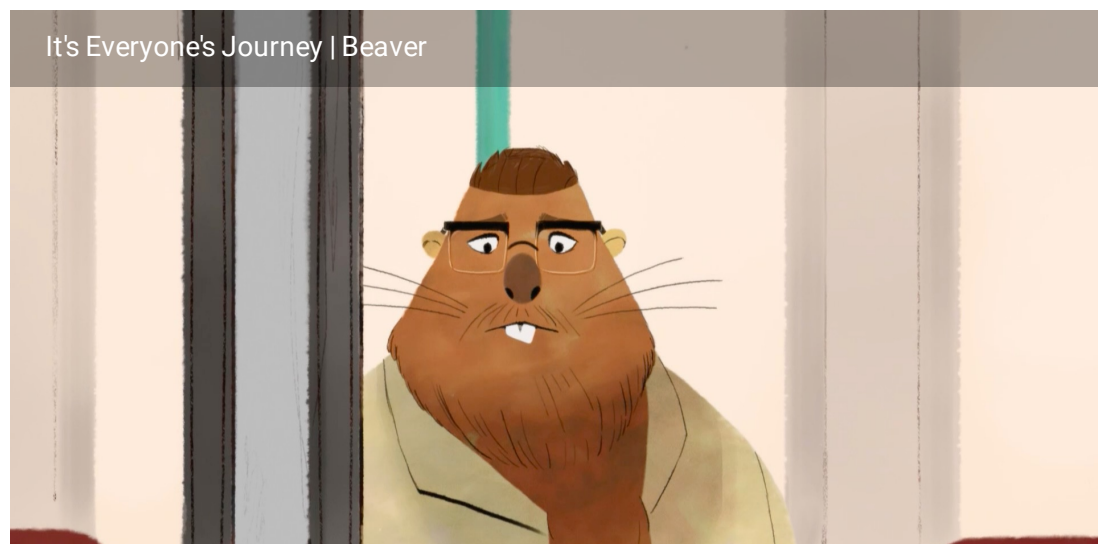
In terms of style, "we decided to go for an adult version of a children's book," she says. "We added a bit of grit to our characters to make them look modern and culturally relevant."

Working with London music house Siren, the team tapped Ben Cocks to co-write and sing the brief original song, with lyrics by VMLY&R:

*"What a funny old lot we can be
Whilst traveling from A to B
Stampeding and huffing and barging and tutting
We can do better than that, can't we?
So just a tad, a smidge—it's nicer, wouldn't you say?
See, a little consideration can go a really long way
Remember, it's everyone's journey"*

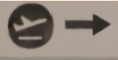
"We were inspired by one of our favorite ads: *Heada/Grrr!*" says Christopher Joyce, also a senior creative at VMLY&R. "We used a waltz style because it's catchy and pretty unused in advertising. It's odd to hear a waltz lifting the mood up! Something memorable without being irritating. Our singer and music composer was chosen to make the words feel everyday, approachable and folksy."

These mobile-friendly clips zoom in on specific rider actions:

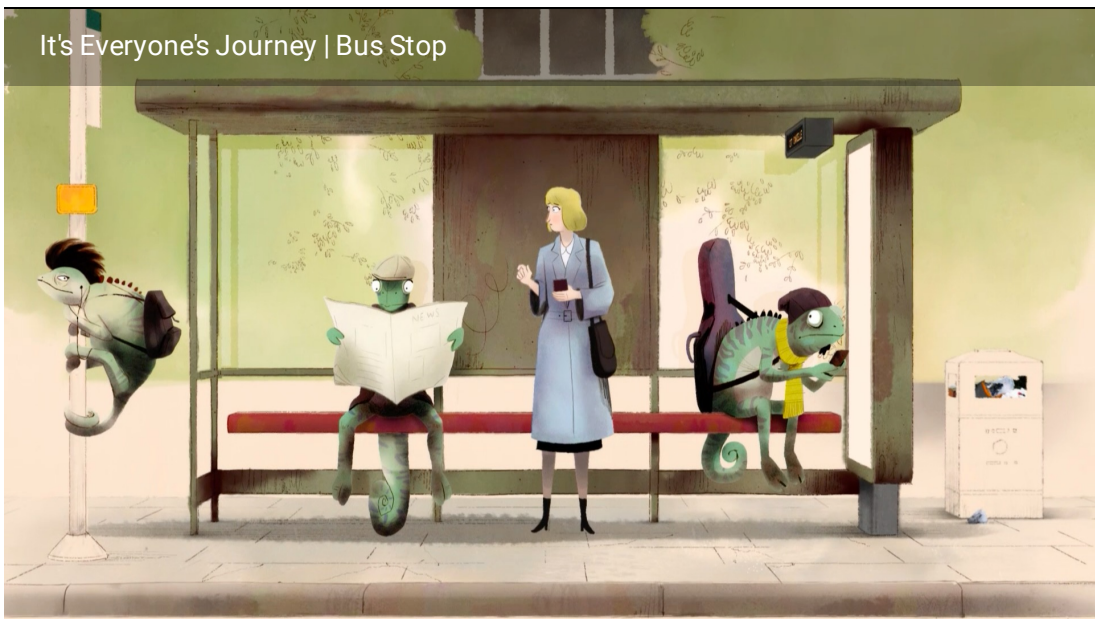




It's Everyone's Journey | Emus



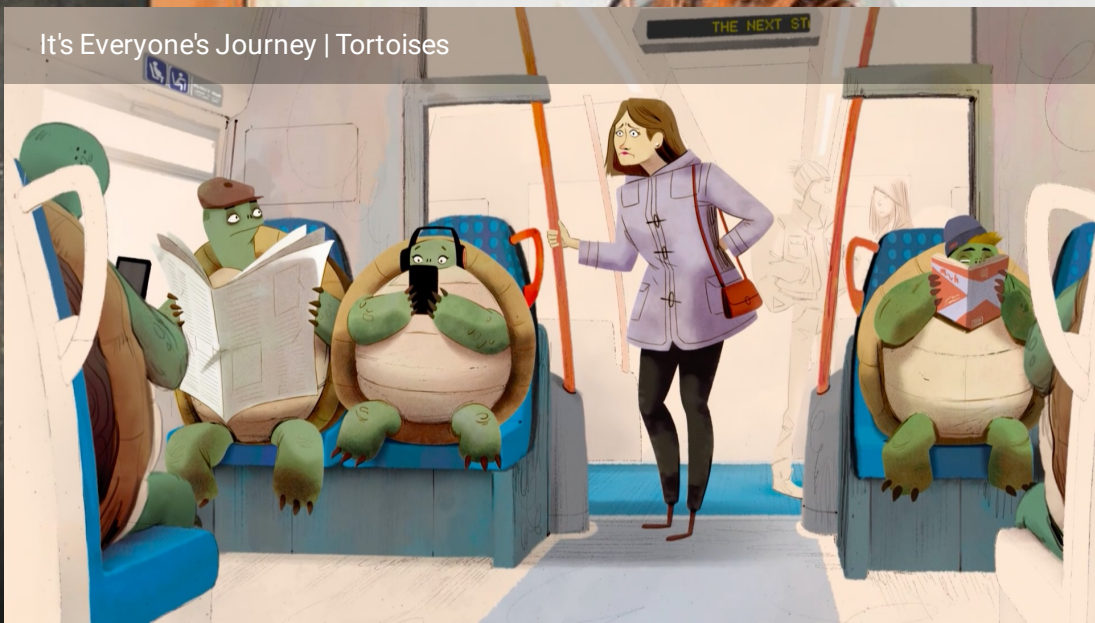
It's Everyone's Journey | Bus Stop



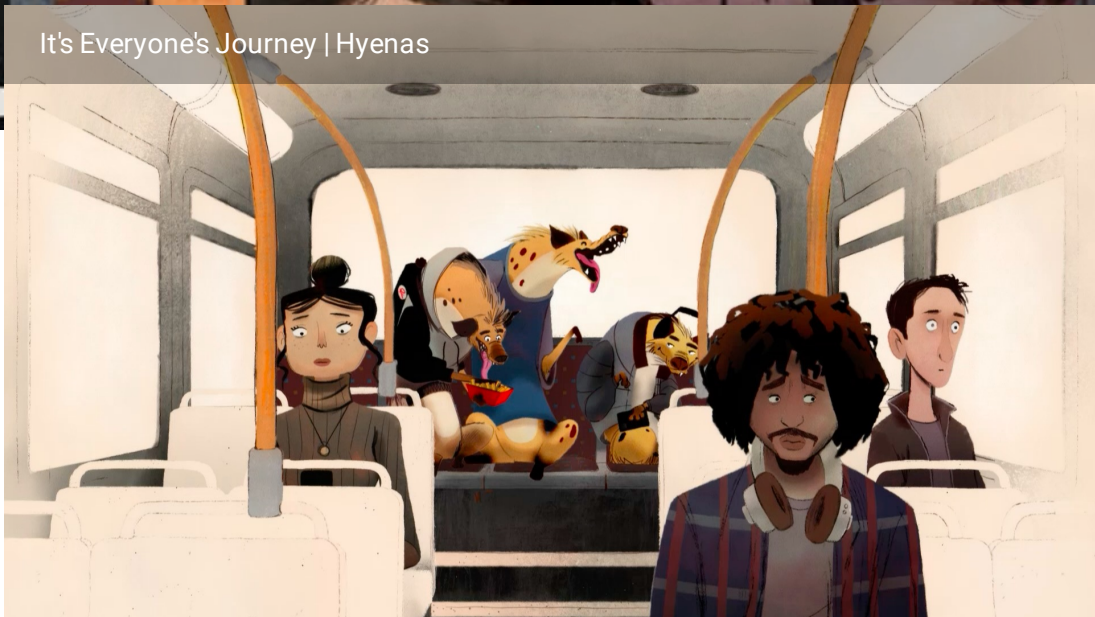
It's Everyone's Journey | Alpacas



It's Everyone's Journey | Tortoises



It's Everyone's Journey | Hyenas



Yeah, never sit behind a bunch of hyenas on your morning commute.

Joyce says the animal motif, while seemingly novel, was actually a no-brainer.

wouldn't react positively looking at a human barging into another to get to their train—but you might admit that sometimes you forget your manners, becoming a little *bullish*. The animation was a way to depict that reality while creating a world where the animal inside us could be seen."

You can see more beastly behaviors (many of them tamed) in the OOH work below:

Department for Transport

Let's slow down a bit.

You might not always notice, but 1 in 5 people in the UK are disabled. So please don't charge through a busy platform, it could be more harmful than you think.

it's everyone's journey

#ItsEveryonesJourney

You can't always tell,
but 1 in 5 people in
the UK are disabled.

Try not to huff and puff,
some people just
need a bit more time.

it's
everyone's
journey



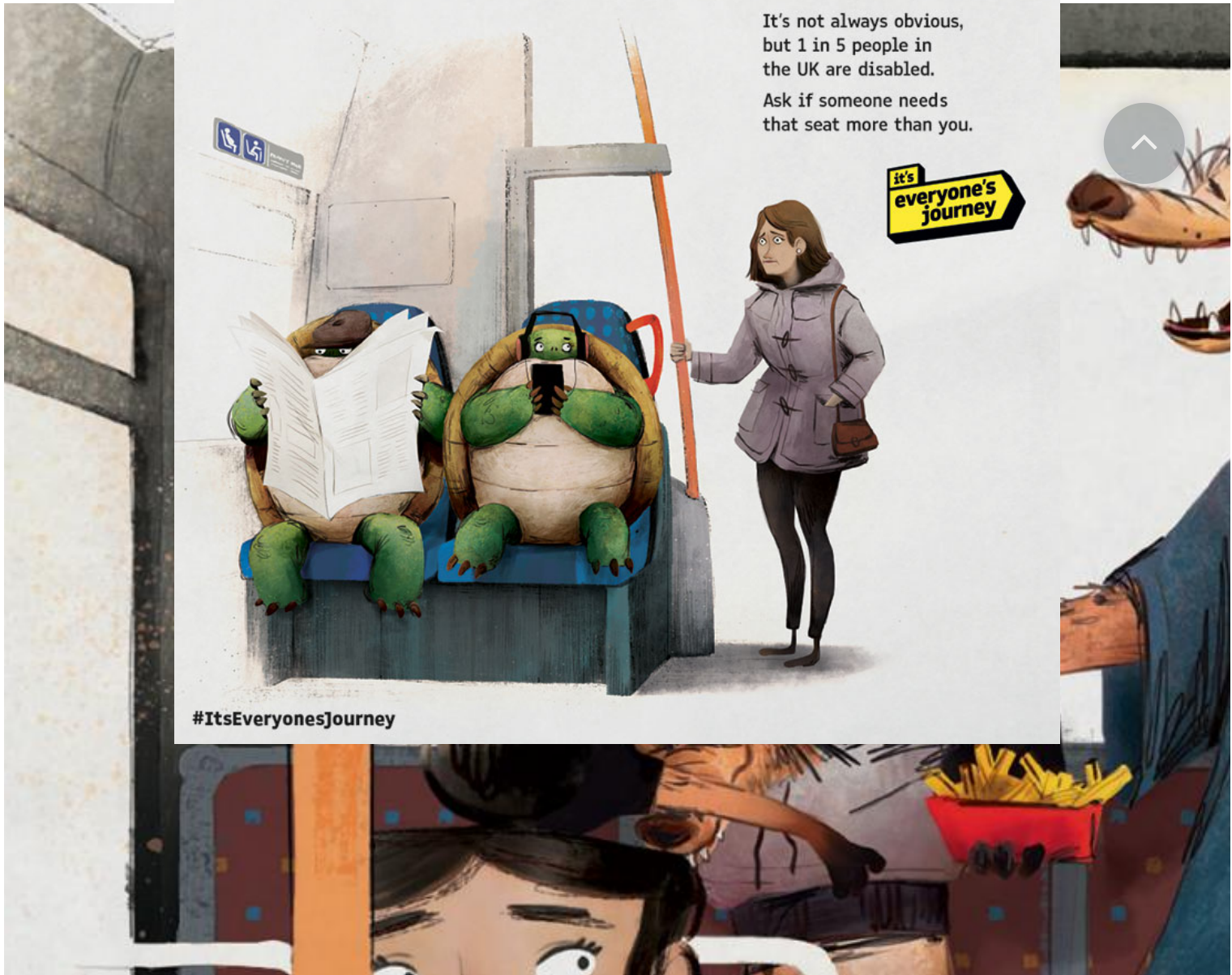
#ItsEveryonesJourney



It's not always obvious,
but 1 in 5 people in
the UK are disabled.
Ask if someone needs
that seat more than you.

it's
everyone's
journey

#ItsEveryonesJourney



yourself at home
in priority spaces.

There are over 800,000
wheelchair users in the
UK, so let's make sure
there's room for everyone.

it's
everyone's
journey



#ItsEveryonesJourney



**It's not always obvious,
but 1 in 5 people in
the UK are disabled.**

Let's respect all accessible
toilet users.

it's
**everyone's
journey**



#ItsEveryonesJourney

Loud behaviour can be overwhelming for some people, including those with mental health conditions.

Remember, some people don't just want quiet, they need it.

it's everyone's journey



#ItsEveryonesJourney

An unexpected delay can be especially difficult for people with conditions like autism.

So if someone looks a little stranded, let's be ready to help.



#ItsEveryonesJourney

CREDITS

Creative Credits

Client: Department for Transport

Agency: VMLY&R

Chief Creative Officer: Laurent Simon

Chairman: Mark Roalfe

Strategy Director: Jonathan Ewles
Strategist: Micha Levy
Business Director: Rebecca Bright
Senior Account Manager: Elliot Duck
Producer: Tanya Fitzgerald
Project Director: Beth Dooley

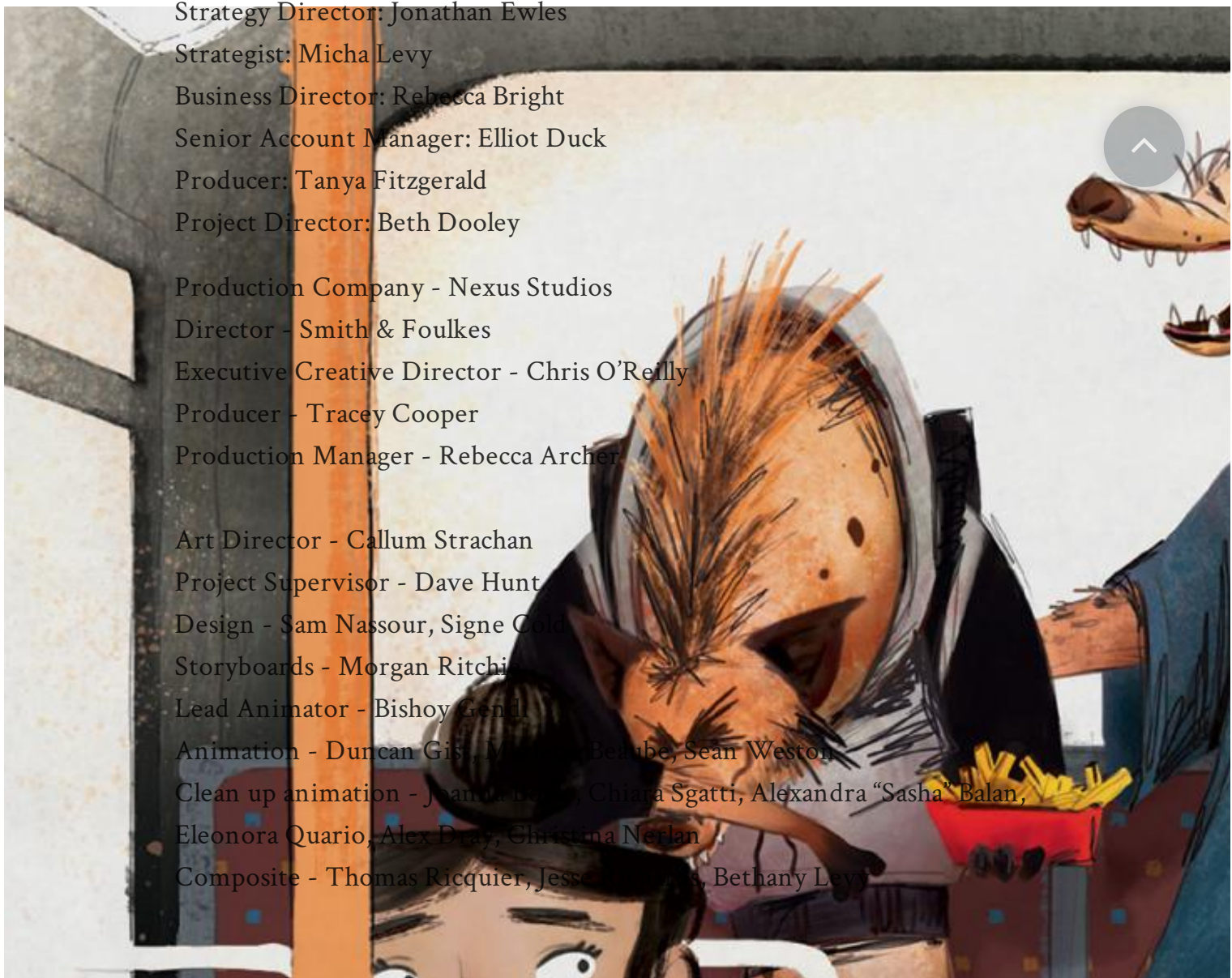
Production Company - Nexus Studios
Director - Smith & Foulkes
Executive Creative Director - Chris O'Reilly
Producer - Tracey Cooper
Production Manager - Rebecca Archer

Art Director - Callum Strachan
Project Supervisor - Dave Hunt
Design - Sam Nassour, Signe Cole
Storyboards - Morgan Ritchie
Lead Animator - Bishoy Genie
Animation - Duncan Gish, Matt Beube, Sean Weston
Clean up animation - Joana De Sousa, Chiara Sgatti, Alexandra "Sasha" Balan,
Eleonora Quario, Alex Day, Christina Nerlan
Composite - Thomas Ricquier, Jesse Williams, Bethany Levy

Music - Siren
Sound Design - Factory

Media agency – Planning: Wavemaker
Client Lead: Louise Rowcliffe
Strategy Lead: Robin Thomas
Strategy Director: Matt Hirschler
Account Manager: Ben Isaacs

Media agency – Buying: Manning Gottlieb
Client Lead: Richard Haywood
Effectiveness Manager: Ben Lees



Client Partner – Rachel Tattersdill
Account Director – John Coote

TAGS U.K. VMLY&R MASS TRANSIT ADVERTISING



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David Gianatasio is senior editor at Clio Awards.

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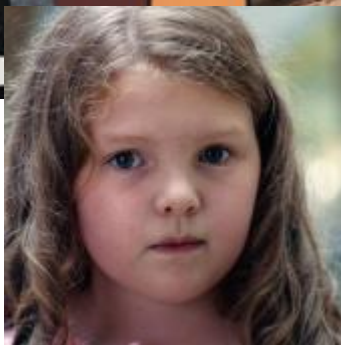
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