

SETAPP

If you're reading this it's entirely probable you've become distracted and ended up here. Introducing Setapp...

The new “Don’t Get Sidetracked. Get Setapp” campaign revolves around three comic films, each showing the absurdly dramatic consequences of someone failing to finish what they started. In ‘Snake’ a man with a phobia of snakes is hypnotised into thinking he has become one and is left in a snake-like state as his therapist gets distracted. In ‘Hide & Seek’, a father starts a game of hide and seek

with his son but is waylaid and leaves him behind a curtain to grow old. In 'Disappearance', a magician makes a man disappear but fails to bring him back, leaving his wife to spend the rest of her days searching for him.

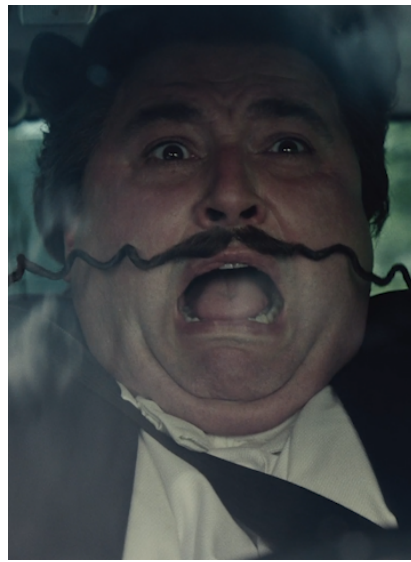
The three films are supported by an all-new look and feel for the brand. The design draws upon the visual language of the internet using familiar cues such as loading bars and pop ups to express the campaign idea. The design will be seen across film, static, display and social and features work from established artists including Tyler Spangler, Eva Cremers, Elena Xausa, Damien Weighill, Leanne Rule, Alex Tait, Matthew Cooper and Walter Newton.

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