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United Kingdom

Agency Network: [BBDO \(/taxonomy/agency/bbdo\)](#)
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Description

Captain Fantastic Elton John, best known for captivating audiences with bittersweet ballads and world-conquering anthems, is back with a bang in a new SNICKERS® ad – but not as you've seen him before. The clever new ad, out September 1, 2018, sees Elton venture into the hip hop genre as the personification of American artist, Boogie, amidst a rap battle, when he's lost his edge due to hunger.

Film advertisement created by BBDO, United Kingdom for Snickers, within the category: Confectionery, Snacks.



Advertising Agency: [AMV BBDO, UK \(http://www.amvbbdo.com/\)](http://www.amvbbdo.com/)

Chief Creative Officer, WW: [David Lubars \(/creative/david_lubars\)](#)

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[Gemma Troup](#)
[c_gentilli](#)
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Media Member: [William Harrison \(/creative/william_harrison\)](#)

Production Company: [Biscuit Filmworks \(/creative/biscuit_filmworks\)](#)

Director: [Andreas Nilsson \(/creative/andreas_nilsson\)](#)

DoP: [Lasse Frank \(/creative/lasse_frank\)](#)

Production Company Producers: [Rupert Reynolds-Maclean \(/creative/ruPERT_reynoldsmaclean\)](#), [Kwok Yau \(/creative/kwok_yau\)](#)

Offline / Film Editor: [Ben Campbell \(/creative/ben_campbell\)](#) / Cut+Run

Post-production Company: [The Mill \(/creative/the_mill\)](#)

Business Affairs: [Cate Killeen \(/creative/cate_killeen\)](#), [Ashley McLeod \(/creative/ashley_mcleod\)](#), [Jane Routledge \(/creative/jane_routledge\)](#)

Audio Post-production: [750mph \(/creative/750mph\)](#)

Talent Management: [Anne Batz \(/creative/anne_batz\)](#), [Charlie Powell \(/creative/charlie_powell\)](#), [Leanne Funnell \(/creative/leanne_funnell\)](#) / Talent Republic

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Aug 30, 2018 - 11:58

Great use of the legend Elton John.
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