

In Bratislava on 04/09/2020

## Dedoles' New Ad with Updated Hamsters

After a short summer break, Dedoles continues its advertising campaign with a focus on underwear. While the campaign's main characters remain the three energetic hamsters dancing to catchy music, they've had a "facelift".



Together with expert inputs, Dedoles set about replacing the 2D animation from previous ads with a 3D version. Thanks to this upgrade, the ad looks better and more mature, and options to use the mascots in other media are also much wider. Motion capture technology was used to produce the ad, transmitting dancer's movements onto 3D models of hamsters.

The campaign will be launched on Slovak TV, online, and out-of-home media this September. It will be launched online in the Czech Republic too.

"I believe that the new ad will get us even more fans," says Richard Mareček, Head of Brand Strategy. Enthusiastic dancers can join the popular dance challenge known as *#dedoleschallenge* on social media.

### Campaign team:

Creative: Somebody & Somebody (Radovan Andrej Grežo & Marian Kolev)

Strategy: Dedoles in-house

Production: ALIEN studio

Directed by: Martin Marček

Music: Fatmusic

Media planning and buying (excluding Facebook & Google): Zenith

Media planning and buying FB & Google: Dedoles in-house

### Further info:

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