



[www.fink.co.uk](http://www.fink.co.uk)

[www.youtube.com/Arsenal](http://www.youtube.com/Arsenal)

[www.vimeo.com/99736782](http://www.vimeo.com/99736782)

**Client: Arsenal Football Club / Indesit**

**Project: Promotional TV**

We were approached by the Italian arm of Jay Walter Thompson (JWT) to produce a series of football challenge TV promotions for Indesit.

Not just because our CEO is a fanatic “Gooner” (That’s a person who supports Arsenal FC) but the challenge of transforming the Arsenal Training Ground at London Colney into a nightclub was just too good to turn down.



We designed a set with Art Directors from JWT, cast over 60 people and ended up with a two minute film starring Theo Walcott, Jack Wilshere, Thomas Vermealen and Johan Djourou.



Arsene Wenger (The Arsenal Manager) gives his weekly press talk to Sky, this changes to look like a nightclub with DJ, dancers, a bar and over 400 hundred balloons. The set was built in a day, filmed the next day and struck down ready for Mr Wenger to give his Sky press talk without any sign of a Barcardi 'n coke or a streamer.



When the film was shown on Italian TV and on YouTube the football challenge was subscribed by over 20,000 people. JWT were very pleased. They also explained that they tried to acquire the services of two other agencies to help but had been told it was too ambitious and would not be feasible in the time given.



A good feather in our cap then, as the YouTube film was seen by over two million people, despite many frowning on Theo Walcott's attempt at acting. We kept to budget and even managed to treat our Italian clients an impromptu trip around London on a double decker catering bus!

COYG as we say.... Come on you Gooners!



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