



The workers of Britain unite in a quest for their reward in this St Lukes spot for Strongbow. Bowtime!



Client:

Scottish & Newcastle

Agency:

[St. Lukes, London](#)

Production Company:

[Outsider](#)

Director(s):

[James Rouse](#)

Creatives:

[Julian Vizard \(Creative Director\)](#)

[Alan Young \(Creative Director\)](#)

[Art Jones, Work \(Editor\)](#)

[Jessie Middleton \(Agency Producer\)](#)

[Benji Howell \(Producer\)](#)

Country:

United Kingdom

Other Credits: