

Strongbow Final Push for Hard Earned Bowtime

[Scottish & Newcastle](#) borrows a scene from Mel Gibson's Braveheart in "Final Push", their latest TV advert for [Strongbow](#) cider. An army of workers gathers on a hilltop ready for the day's battle, stirred up by their leader as he reminds them what they're there for.



The Strongbow drinker works hard for a living, and believes in the importance of honest rewards for an honest day's work. For them, a pint of Strongbow at the end of the working day tastes better because they've earned it. They know that not everyone shares these values -- society seems to glorify reality TV stars, and bankers have made fortunes while losing millions of ordinary people's money. Here's a campaign recovering the role of workers as heroes.

Credits

Bowtime was developed at [St. Lukes](#), London by creative directors Julian Vizard and Alan Young, and agency producer Jessie Middleton.

Filming was shot by director James Rouse via [Outsider](#) with director of photography Alex Melman and producer Benji Howell. Editor was Art Jones at [Work Post](#).

Post production was done at Moving Picture Company by producer Chris Allen, VFX supervisors Jim Radford, Vicky Osborn and Guy Elson, and colourist Paul Harrison. 3D VFX Team: James Bailey, Kieran Belshaw, Anthony Bloor, Will Broadbent, Jason Brown, Robin Carlisle, Kuldip Dail, Daniel Elliott, Adam Leary, Vicky Osborn, Charlotte Tyson. 2D VFX Team: Kelly Bruce, Tswala Duncan, Guy Elson, Jason Hayes, Marcus Moffatt, Owen Williams.