

News & Features

Global Member News

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Weeellll... Director **James Rouse** teamed up with The Viral Factory for a BBC-sponsored AIDS awareness ad designed to reach a mature audience of 18-25 year olds. The outrageous spot, which is causing quite a stir in London, is animated with action hero figurines. The toy commercial parody stars **GI Jonny** and 'Captain Bareback' and uses over-the-top behavior to drive home the need for safe sex (I'll say!). The campaign was created by BBC Learning with the sexual health charity, Terence Higgins Trust.