



PRESS RELEASE 21<sup>st</sup> September

## MICHELLE RODRIGUEZ TO JOIN LIAM NEESON IN THE FIRST EVER GLOBAL CINEMA AD

Teaser revealed ahead of Global Cinema ad premiere in New York on 24<sup>th</sup> September

**The soundtrack to the ad has been written and produced by Peter Gabriel**

21<sup>st</sup> September, London: Michelle Rodriguez has joined Liam Neeson as a voice in the first ever global cinema ad titled **#WEHAVEAPLAN TELL EVERYONE** and today sees the release of the [teaser trailer](#) ahead of the premiere in New York on 24<sup>th</sup> September and the ad appearing on thousands of Cinemas around the world from the 25<sup>th</sup> September. Featuring world class animation from Aardman and creative lead by legendary ad man, Sir John Hegarty, the film has a soundtrack which has been written and produced by Peter Gabriel. The ad has been mixed in DOLBY 5.1 & DOLBY ATMOS immersive sound technology and mastered and distributed globally by UNIQUE DIGITAL.

SAWA Global Cinema Advertising Association are founding partners in the initiative surrounding the Global Goals, the brainchild of Film Maker and Humanitarian Richard Curtis. Through its network of Global Cinema Advertising Companies SAWA are launching the 'First Ever Global Cinema Ad' in over 30 countries, utilising the power of Cinema to engage the global Cinema audience.

Cinemagoers will be able to interact with the Cinema ad via the Global Goals app created by CINIME International. The app allows audiences to unlock content, which is exclusive to Cinemas, and share the Global Goals through their social media channels.

The Global Goals campaign founded by film director Richard Curtis was announced earlier this month with a bid to reach 7 billion people in 7 days with news of the United Nations Global Goals for Sustainable Development. This unprecedented effort will culminate on the 25<sup>th</sup> September at the UN when 193 world leaders will adopt the Global Goals, a series of 17 ambitious targets to end poverty, fight inequality & injustice and tackle climate change for everyone by 2030. If the goals are famous - if people care about what has been promised by the politicians, it greatly increases their chance of being implemented.

The Global Goals campaign is a huge collaboration of campaigners, artists, sports stars, performers and companies including the likes of Ashton Kutcher, Bill and Melinda Gates, Jennifer Lawrence, One Direction, Robert Pattinson, Robert Redford, Stephen Hawking, Gareth Bale, Gary Lineker, Theo Walcott, Beyonce, Pearl Jam, Ed Sheeran and Coldplay.

The Global Cinema ad Premieres in New York City on September 24<sup>th</sup> at the AMC Empire 25, the eve of the Global Goals gaveling at the United Nations on September 25<sup>th</sup>.

-ENDS-

### TRAILER LINK

<https://vimeo.com/insidefreuds/review/139907421/d442db7b45>

### SYNOPSIS

On 25<sup>th</sup> September every country will come to the Headquarters of the UN to sign up to the Global Goals a plan to end poverty, fight inequality and fix climate change. But in this ad there is something different about these leaders – every one is an animal from the Russian bear to the American bald eagle to the lama from Peru and the Panda from China. As the plan is announced and the issues the Global Goals aim to address revealed, tension mounts in the room. Apprehensive leaders anxiously await the result from their seats. To everyone's delight, the plan is agreed by every country across the globe. Celebrations erupt with the news of this momentous achievement, papers are tossed into the air and selfies are taken. Voiced by Liam Neeson and Michelle Rodriguez, it closes with the imperative message: Tell Everyone about the Global Goals and they can become a reality.

#### **ABOUT SAWA**

SAWA is the Global Trade Body to the Cinema Advertising industry. We continually build and develop international standards and best practice for the Cinema Medium; raising the profile of the Cinema Advertising through research, setting of standards and marketing initiatives. SAWA improve the communication between Cinema Advertising companies around the world; in turn facilitating the easier buying of the Cinema medium for Advertisers and Agencies. SAWA are worldwide Founding Partners to Project Everyone and The Global Goals. For information on SAWA Global Cinema Advertising Association please contact Cheryl Wannell Email: [cwannell@sawa.com](mailto:cwannell@sawa.com) Tel: +61 406215561 or visit [www.SAWA.com](http://www.SAWA.com)

#### **ABOUT AARDMAN**

Aardman, based in Bristol (UK) co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, series, advertising and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions. [www.aardman.com](http://www.aardman.com)

#### **ABOUT BBH**

**BBH believes in the power of difference to make a difference.**

For 33 years, BBH has create world class ideas that make a difference to our clients' businesses. Setting them apart from their competitors. Driving growth and shaping popular culture, rather than following it.

BBH is a set of specialist and connected creative businesses in eight countries around the world. We provide services such as advertising, UX, digital, e-commerce and CRM, agile production and sports marketing. Different skills using world class creativity working together to unlock the power of difference for clients.

This approach is most embodied by The Black Sheep. It represents our businesses, our culture and our people.

<http://www.bartleoglehegarty.com>

#### **ABOUT PROJECT EVERYONE**

Project Everyone is the brainchild of Richard Curtis with the ambition to tell everyone in the world about the Global Goals so they are best achieved. The project's Founding Partners include Aviva, Getty Images, Pearson, SAWA Global Cinema Advertising Association, Standard Chartered, Unilever and the Bill and Melinda Gates Foundation.

All over the world the project is being supported by hundreds of television, radio, poster and digital companies, mobile phone and broadband providers, NGO organisations from all sectors, businesses, sports clubs, film and television production companies, record labels, events, magazines and retailers, all of whom have agreed to carry the goals to their fans, customers and users to help them become known all over the world.

[www.globalgoals.org](http://www.globalgoals.org) [www.projecteveryone.org](http://www.projecteveryone.org)