

BRACE'S STAFF SING FOR MAMMA MIA

Production staff at Brace's, Wales' largest independent bakery, sang their hearts out to star in the commercial for the biggest grossing film of 2008.

Commercials producer, Wordley Production Partners, completed TV spots for Universal Pictures UK DVD release of 'Mamma Mia'.

Wordley's 60-second commercial, now being screened across the UK, combines memorable moments from the blockbusting film with clips of people from all over the UK singing along to Mamma Mia and re-living their favourite scenes from the film.

Sarah Jones, the TV spot's producer at Wordley, said: "Universal wanted to create a spot that really captured the feel-good factor, so the Wordley production team hit the streets of the UK to find fans of the film willing to dance and sing-along. We captured hundreds of people on camera including market stall holders, hairdressers, lollipop ladies, the bakers and even a tyre fitter.

“The British public really stepped up to the mark and performed brilliantly, showing exactly why ‘Mamma Mia’ was such a box office smash.”

Scott Richardson, sales and marketing director for the family baker, said: “We were honoured when asked to take part and it was a great opportunity for our staff to be featured in a national TV campaign. We’re all really pleased with the final advert and I’m sure a number of staff members will be hitting the karaoke machines soon.”

Wordley Production handled the spot production from planning to station delivery including a one day ‘proof of concept’ test shoot, the four day UK-wide shoot, final editing and audio mastering.

For further information contact: Michelle Hughes
BRACE’S BAKERY LIMITED
Tel: 01495 241400
Email: michelle.hughes@bracesbakery.co.uk