

3rdspace turns renaissance painting into new Menulog TVC

Sydney agency 3rdspace has used a little divine inspiration and created a Last Supper-themed TVC for Menulog, Australia's number one online takeaway and home delivery site.

The satirical spot features 13 regular Aussie guys dressed in the style of Leonardo da Vinci's famous painting, trying to decide which type of cuisine they want to enjoy for supper – Thai, Indian or pizza.

"It's not every day you can say your art director was Leonardo da Vinci, but the spot perfectly highlights the versatility and functionality of Menulog.com.au," said 3rdspace director Rob Logan.

The TV campaign, featuring 15-second and 30-second spots, launched this week on free-to-air and subscription TV.

"Menulog.com.au revolutionised the online ordering category and we wanted an equally strong and cut-through campaign to show how easy it is to find the perfect takeaway online," said Menulog CEO Dan Katz.

CREDITS:

Creative Directors: Rob Logan and Gary Eck

Account Director: Tim Rasbash

Director: Gary Eck

DOP: Damian Wyville

Art Director: Leonardo da Vinci

Producer: Franky Templeman

Wardrobe: Howard Steeves

Set design: Chris Stewart

Hair and Make Up: Desiree Wise

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