

## Halls Oxygen Wakes the Dead in New Commercial

April 7, 2006

A hospital morgue is the setting for the launch ad for Halls Oxygen, a new product from Cadbury Adams.

Developed by JWT Canada, Toronto, and airing until May 14, 'Dead Man Talking' is an edgy 30-second TV spot that features a talking corpse, a fumbling attendant, a gold-digging wife and a shocked doctor.

Creative shows a stunning young woman and male doctor entering a hospital morgue to identify a body. A young male attendant stands nearby as the doctor lifts the white sheet revealing a man three times the woman's age.

"Is this your husband?" the doctor asks. She nods and makes eyes at the attendant, who offers her a Halls Oxygen. As he pops the drop out of the wrapper, it flies through the air into the mouth of the deceased. Suddenly the corpse begins to speak: "Is my gold-digging wife here? That woman made me a millionaire. Of course I started out as a billionaire."

With each comment the onlookers grow more shocked. "She's been on more laps than her pet Chihuahua. On the bright side she did pre-chew my food for me."

His tongue-lashing ends as the doctor pulls the sheet back over his face and pushes him into the freezer. The young wife stomps out of the morgue and the announcer closes with: "Bring your mouth back to life with new Halls Oxygen."

"This is a different kind of Halls, it's an everyday Halls, so it was important to reflect that in the spot," explained Lili Shalev, vice-president, management director at JWT. "Oxygen is geared towards a younger demographic, which is why we wanted to incorporate an edgy element, along with some humour."

The national TV spots air in both English and French, with French adaptation by Enterprise-JWT, Montreal.

Creative team on the spot at JWT includes: Dean Hore, vice-president associate creative director; Andy Brokenshire, vice-president executive art director; and Donna Hefferman, head of broadcast production