



The idea Fallons had for the new Lee Jeans TV campaign needed particular care: the agency wanted to film naked bottoms as the main characters. Human extras would interact with the bottoms as if they were normal people.

As Mother Tongue had previously worked on several Lee poster campaigns in various European languages, Fallons involved us on this campaign right from the concept stage.

We were consulted about how the idea could be made to work in a way that was culturally suitable for their key markets of Germany and Italy. Later, at the research stage, our input was required again to ensure that it wouldn't be seen as offensive or outrageous in those markets.

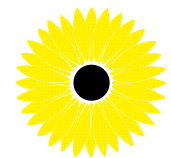
Our copywriters in Germany and Italy were also consulted initially on the endline, and finally adapted the finished UK two-minute ad for use in their countries.

Lee Jeans



Mother Tongue was also briefed to help with the placing of subtitles. Here we used native speakers based in the UK to assist at the subtitling session to ensure that the subtitles were placed onto the video in the appropriate place.

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