

## AD LAND IMAGES

As more TV commercials plunder the sounds and styles of the pop video age, a collaboration between the two worlds can only succeed. Or so **Image Factory** believes. A newly-formed collective of nine top promo directors, (including, below, l to r, Christopher Robin, Tim Pope, Peter Boyd, Rik Lander) they are well aware of their fashionability.

A precedent has, of course been set: Godley and Creme (Frankie's *Two Tribes*; Herbie Hancock's *Rockit*) did an ad for Wrangler jeans while Steve Barron (Michael Jackson's *Billie Jean*) has been working on a new hair conditioner for the Boase, Massimi, Pollitt agency.

For some time now, ad land has seen pop music and break-dancing teenagers as providing spray-on street credibility. The more astute agencies like Gold Greenlees Trott, responsible for the Kelly Girl, Fa-Fa-Falmers and 'Hello Tosh, Got A Toshiba' ads, have shamelessly borrowed from pop promos for a fresh new look.

The Image Factory directors, among them Russell Mulcahy (Duran Duran's *The Reflex* and *Wild Boys*), and Tim Pope (Siouxsie and the Banshees, *Style Council*), plan to give the ad men as much 'punk tech' as they are willing to pay for.

'At the moment,' says Tim Pope, 'TV commercials are a dreadful bore, what they need is some guts. I think doing commercials will stretch my film talents. In promos one never really has enough money to realise all the ideas, advertising might make things easier.' Not a Factory member, Steve Barron is cautious: 'If everyone starts doing promo-type ads, people will soon look for something different. The fashion could last only six months... only time will tell.'

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