

‘Bellringer’

Over the holiday in the UK 2006 a series of TV adverts for the Co-Op (one of our major retail chains) featured a kilted character in a plain kilt and we asked Amanda Collins of their External Campaigns unit about him.

She was kind enough to send a couple of screen grabs and an image of the kilted character ‘Bellringer’.



She told us “He appeared as a character in both our English and Scottish versions of our New Year TV ad, which was on air from 26th

Dec 2006 to 31st Dec 2006. We wanted to have fun with the character, and in the ad he swings in and out of scene apparently ringing in the New Year in a fun and engaging way. The style of the ads is animation, and we left the kilt without the tartan pattern on it for simplicity sake, as too many lines would have been distracting and we believed would have over complicated the character.”



Bellringer

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