



## LOVE HIM OR HATE HIM – HE’S BACK . . .

The operatic superstar **Gio Compario** returns today with unforgettable surprises you won't want to miss. Just make sure you have some tissues handy... it could get emotional!

For the campaign, Gocompare.com has partnered with creative duo Chris and Siân Wilkins, (who happen to live locally) who created the Gio Compario character as well as other recognisable advertisements, such as the singing Sheilas' Wheels adverts and Cadbury's 'Smash Martians'.

“After a short break, it’s great to be back behind the moustache as Gio Compario,” said the star of the campaign, Wynne Evans.

“We’ve really gone all out to ensure that the new songs have been produced to the highest standard. I’m incredibly proud of the music and looking forward to the public hearing it.”

Gocompare.com’s Nicholas Hall added: “We’re delighted to bring back one of the UK’s most iconic advertising characters in Gio Compario, with new looks and beautifully re-arranged songs.

"The return of Gio, in a multi-media digital world, has allowed us to use not only broadcast television, but all the other digital media opportunities available today.

"The campaign is easily the biggest we have ever done and has been designed to position Gocompare.com as the leading brand that we are. We're proud of service we provide to our customers, so now it's time for our iconic opera star to literally sing our praises across the UK."

Launched today, the new TV campaign consists of five different commercials that will rotate across prime time television advertising slots over the next few weeks.

Commercial number 5 (of 5) was filmed entirely on location at Horsted Keynes station (and the immediate surrounding roads) on the Bluebell Railway in Sussex on 9<sup>th</sup> June.

Produced by Kate Arton on behalf of PI Film Network and directed by Graham Rose, the railway, led by film facilities manager Tim Parkin, provided a crew of twelve to work alongside the PI Film crew of sixty, with both units fully integrated and working

as single unit and being acknowledged as an outstanding professional example of service delivery by the railway.

Set in 1943, the 30 second commercial is a musical parody of the final train goodbye scene between Celia Johnson and Trevor Howard in David Lean's classic 1945 film, Brief Encounter, originally filmed at Carnforth station.

It was also a day for reminisce and catch-up as choreographer Paul Harris and Tim Parkin last worked together 27 years ago in 1988 on the UK National Tour of West Side Story. Paul reminded Tim that it was his first professional job, and that he put him through no less than 5 separate auditions before confirming that he had won a role in the tour!

Just as we were about to start to shoot the car scene at the front of Horsted Keynes station, an eagle eyed Scarlett Jasmin Groom said to director Graham Rose, "don't you think it would be a good idea if we removed the 2015 tax disc from the car windscreen" which was promptly removed!

The Bluebell crew of twelve directly involved in the making of the commercial were Bill White, Mike Toplis, Steve Squire, David Tandy, Mike Hopps, Graham Aitken, Mick Blackburn, Scarlett Jasmin Groom, Roger Nye, Steve Homer, Dave Phillips and Tim Parkin.

A video entitled "Making A Commercial Of A Commercial" was also shot on the same day at Horsted Keynes featuring both crews making the television commercial on June 9<sup>th</sup> and this will shortly be available on YouTube.

11<sup>th</sup> August 2015  
/End

#### **Notes to Editors:**

The car used in the commercial is indeed the same one that was used by John Nettles, playing the role of Jim Bergerac in the Jersey-set crime drama "Bergerac" which ran for 87 episodes between 1981 and 1991.

Gio Returns TV AD (filmed on location in Prague) – Commercial #1 (of 5) launched a few days ago as the "teaser" for the full campaign.

<https://www.youtube.com/watch?v=eLMky5IKwAA>

A short history of Gio Compario.

<http://www.gocompare.com/covered/2015/07/a-short-history-of-gio-compario/>

Wynn Evans speaks out.

<http://www.gocompare.com/covered/2015/07/wynne-evans-the-man-the-voice-the-legend/>