



Barely There Viral

Our most challenging project this year so far has to be the 75 second viral we recently produced for American underwear company Barely There, through The Martin Agency, Virginia.



The viral is a tongue in cheek musical spot illustrating terms contained in the Barely There 'Dictionary' – a glossary of the effects that ill-fitting bras can have on a woman's breasts, such as Mono Boob, Quadra Boob and Torpedo.

Director Ange Palethorpe worked closely with The Martin Agency and London based illustrator Vanessa Morris. The aim was to achieve a distinctive, hand drawn painterly style inspired by fashion design sheets. Each character was developed to clearly represent the extreme breast shapes described in the glossary.

The 2_D style employed is a development of the animation method Loose Moose used to produce the Fingathing Superhero Music pop promo in 2004.

The Viral:

Acoustic music starts with a man singing as we see a fashion show environment. Women walk around a fabric textured set. Some have unusual breast shapes while the other women have a more natural bosom.

Lyrics: There! Barely There! Hey, don't you know, beware of funny shapes under your clothes.



The fabric panels move to reveal large sliding ribbons and bows which force the women to move out of the way.

Lyrics: People can see those ribbons and bows.

Buckles and beads come into frame creating a kaleidoscopic pattern that finishes on a rose.

Lyrics: Those buckles, that seam and especially that rose.



We pull back from the rose and see it is under a woman's top as she walks through a stylized cityscape.

Lyrics: Now beads and pearls are cute and cheeky. But under your clothes they're down right freaky!

As she turns to move left then right the city buildings beside her react and run away. We cut to a tubular shape, then pull back to see a café set as a waiter places a baguette in front of a lady who has a chest shape identical to the baguette.

Lyrics: Don't be caught with mono boob. Instead of breast it's just one long tube!



We see a lady in her bra before she puts her shirt on. As soon as it's buttoned up we see four bulges on her chest. Her arms then multiply making her look like an Indian deity.



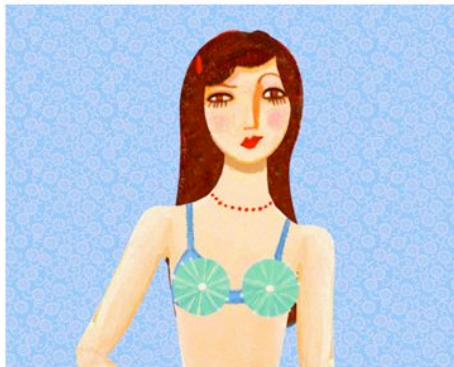
Lyrics: Or quadra boob, you know, instead of two, there's four.

She looks shocked as her breasts then multiply.

Lyrics: Under your breasts it's boobies galore!

We cut to a lady in a beautiful red dress walking through a curtain of dresses on hangers.

Right on cue, two chickens appear from her décolletage, flapping their wings and pecking away. The camera pulls out to see the lady standing on a stage as cooked chickens fan out on either side in a showgirl manner.



Lyrics: You want people noticing your new dress, but all they see is a puffed up chicken chest!

We see a couple sitting in a field, the woman's breasts are conical, two love birds fly in the sky and land in a tree behind.

Lyrics: And do you really want your breasts touching your nose?

We cut in close to see the woman's breast shake and then take off.

Lyrics: Wait, those aren't breasts, they're torpedos!

The torpedo breast flies through the air and explodes in the tree. The love birds get scorched and one falls out of the tree.

We cut to the word "Hey" formed by embroidery.

Lyrics: Hey, don't cha know...



We cut to a mid shot of lady wearing a shirt as two birds fly into frame and remove it by pulling the sleeves. She is left standing in her bra as various shapes on her bra illustrate the lyrics.

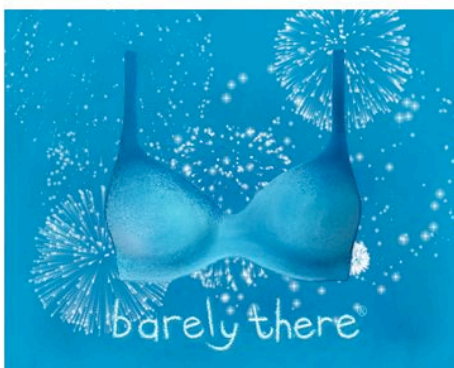
Lyrics: ...your breasts shouldn't look like pinecones, or peppers, umbrellas or blueberry scones.

The birds come back into shot and replace the woman's shirt.

Lyrics: Those funny shapes under your clothes.

We cut to all the 'There' bra girls standing in a line, striking a pose while looking awkward.

Lyrics: There!





A fabric panel wipes the screen. There's a familiar shape that's hard to see against the background until a succession of fireworks explode in the distance, revealing a Barely There bra close to camera.

Lyrics: Barely There!

Producing Barely There:

Vanessa's designs were imported into Maya and made into what were essentially 2D puppets that exist in a 3D space.

These were then animated in an almost traditional sense. The animators used various Maya techniques to create smooth motions, including FFD lattices and other non-linear tools.

In many cases, especially with frontal walk cycles, the 2d limbs were moving through 3D space.

Some sequences were impossible to do using the flat models, so certain puppets were made in full 3D (city girl, opening girls, the torpedo boyfriend's head). These were created by projecting the designs onto appropriately shaped geometry, then rigging the characters with a simple FK/IK joint structure.

Lighting wasn't an issue in this production since we were using flat designs, and thus all textures were set with diffuse off and ambient at 100%

Custom MEL scripts and post processed matte-chokes were used to roughen certain edges and the animators found working in this way allowed them to achieve a very natural aesthetic.

The film was composited using Adobe After Effects. Multiple compositions being layered to achieve some of the scene transitions.

Editing was done in Final Cut Pro, which was also used in some cases to achieve composited transitions between sequences, using its keyer and wipe effects.

Credits

Agency

Video Launch: 18th April 2007
Client: Barely There
Agency: The Martin Agency
Client / Product: Barely There underwear
Art Director: Amy Elkin
Copy Writer: Anne Marie Hite
Agency Producer: Holly Flaisher
Assistant Producer: Rebecca Gricus

Production Company

Director: Ange Palethorpe
Head Designer: Vanessa Morris
Assistant Designers: Ange Palethorpe
Peter Williamson
CG Animators: John Shearlock
Dave Loh
Marion Nove-Josserand
Executive Producer: Glenn Holberton
Producer: Emma Burch
Production Assistant: Lucy Braithwaite



Other Credits

After Effects: Peter Menich
Post Production: Bruce Hancock, Edgeworx, London.
Audio: Hum, Los Angeles

About Loose Moose

Loose Moose is the animation studio behind the highly successful Chips Ahoy!, Peperami and Pepsi Lipton Brisk, commercials.

Director/Animator Ken Lidster and Producer Glenn Holberton formed Loose Moose in 1994. A year later Director Ange Palethorpe, who had been at the National Film and Television School with Ken, joined the Loose Moose team. CGI directors/animations Dave Loh and John Shearlock complete the company's roster of directors.

Mixing CGI and stop-frame animation with live action is Loose Moose's area of expertise. The core of the company is a close-knit group of twelve people, but with a very large pool of regular freelancers who come and work with us according to the various needs of the productions. Loose Moose facilities include two motion control rigs and four Maya seats.

Barely There

Barely There® began in 1995 as an innovative new collection of panties that were completely seamless, showed no panty lines, and were unbelievably comfortable to wear. Through a unique knitting technology, Barely There panties used ultra soft microfiber yarn coupled with special "flat" stitching to deliver a product so smooth and so seamless that no other panty even came close.

In 2000, with the incredible success of it's seamless panties, Barely There introduced a coordinating line of fashionable bras and shape wear to round out it's wardrobe offering of intimate apparel.

In July 2004, Barely There made history with the introduction of tagfree bras and panties. Much like Hanes tagless T-shirts did for men, the tagfree bra gave women the perfect solution to the quest for all-day comfort and style.

Today, Barely There is one of the fastest growing intimate apparel brands in America.* Barely There continues to offer women intimate apparel solutions that provide invisible comfort so she can look and feel great in her clothes.

** Source: NPD Group/Consumer Panel TrackSM
Based on total intimate apparel market - ranked No. 3 in units; No. 8 in dollars*