

#EdgarsChristmas: A special Christmas advert in an exceptional year

For the third year in a row, Erste Group has crafted an exceptionally engaging and creative animated advert for the Christmas season. The Vienna-based banking group has released the #believeinyourself story #EdgarsChristmas through media channels in eleven markets in Central and Eastern Europe and to a global audience through social media. Erste Group has established itself as one of the most successful brands worldwide when it comes to making Christmas adverts, with its viral holiday ads having generated over 180 million views. Jung von Matt DONAU was once again creatively responsible for the production.

You can watch the story of #EdgarsChristmas on [Facebook](#), [YouTube](#) and [Twitter](#)

Corona provides a new context

The starting point for an emotional Christmas story was undoubtedly more challenging this year than ever before. The global Corona pandemic has left its mark on everything and everyone -- and the makers of #EdgarsChristmas also wanted their project to reflect this.

"Loneliness and isolation have been the defining themes of this pandemic year. Unfortunately, that is likely to remain true for most people also during the Christmas season, when we would usually get a chance to be close to our family and friends. We wanted to show what's possible when people are there for each other and when they believe in themselves and others, especially in these times," says Martin Radjaby-Rasset, Head of Group Brand Management at Erste Group.

A proven team of creatives

Jung von Matt DONAU is once again responsible for the creative realization of Erste Group's newest Christmas advert. Creative Director Michael Nagy: *"After taking two excursions into the world of animated animals, this year we're addressing a theme that's important for Christmas every year, but all the more in these exceptional times -- namely: being there for each other. That's what drives Marie, the optimistic and lively caregiver who doesn't want to accept that the ageing composer Edgar is increasingly withdrawing into himself as his hearing loss progresses. With the help of the other residents at the old age home, Marie manages to warm Edgar's heart and ensure that he enjoys a very special Christmas celebration."*

A Christmas success story

Following in the footsteps of Henry the Hedgehog (2018) and Hanna Bumblebee (2019), #EdgarsChristmas is the third international Christmas advert that Erste Group has made together with Jung von Matt DONAU. The bar has been set very high for this year's advert: the previous two Christmas films have been viewed more than 180 million times.

[Credits for #EdgarsChristmas are listed on the following page]

Press department

Peter Thier
Carmen Staicu
Peter Klopf
Martin Sonn-Wende

Tel: +43 50100 – 17247
Tel: +43 50100 – 11681
Tel: +43 50100 – 11676
Tel: +43 50100 – 11680

Email: peter.thier@erstegroup.com
Email: carmen.staicu@erstegroup.com
Email: peter.klopf@erstegroup.com
Email: martin.sonn-wende@erstegroup.com

This press release is also available at: www.erstegroup.com/pressrelease

Credits for #EdgarsChristmas

Client: Erste Group Bank AG

Head of Group Brand Management: Martin Radjaby-Rasset

Group Brand Management: Daniel Ratzenböck, Juraj Flimel

Social Media: Klaus Lackner

Agency: Jung von Matt/DONAU

CD: Andreas Putz, Mike Nagy

Copywriter: Caspar Satek

Art Director: Mike Nagy, Caspar Satek

Beratung: Katharina Höller, Katharina Hinterkörner

Production: Passion Animation Studios (UK)

Directors: Kyra Buschor & Constantin Paepflow

Animation Director: Ferran Casas, Kyra Buschor & Constantin Paepflow

Executive Producer: Debbie Crosscup

Head of Production: Mike Turoff

Producer: Anna Cunningham

Production Assistant: Katie Harris

CG Coordinator: Sade Tah

Head of CG: Jason Nicholas

VFX Supervisor: Dave Walker

CG Supervisor: David Watson

Music: Mcasso (UK)

Composer: Mike MacLennan for Mcasso

Sound Design: Tom Martin at Mcasso

Producer: Tom Martin at Mcasso

Assistant Producer: Emma Winton at Mcasso

Orchestra: Budapest Scoring Orchestra

Orchestral Mixer: Adam Miller at Air Studios

Additional Mixing: Richard Atkinson at Mcasso

Post Production: Unit Studios (UK)

Colourist: Denny Cooper

Producer: Joanna Papayianni

2D Artist: Richard Greenwood

Media Agency: Wavemaker, Sabine Binder-Wessely

Links to the video:

Facebook: <https://www.facebook.com/erstebank.sparkasse/posts/3748781858485426>

YouTube: <https://youtu.be/vTjtguall9E>

Twitter: <https://twitter.com/ErsteGroup/status/1332942371361701888?s=20>