

A close-up, slightly blurred photograph of a Paralympic athlete's arm and hand. The athlete is wearing a white headband with a blue and white logo. The background is dark and out of focus.

SPORTS - PRESENTED BY OCTAGON 

## Channel 4 Finds the Humans Inside the 'Superhumans' In Another Epic Paralympics Ad

The blood, sweat, sacrifice and humor behind the glory



By [David Gianatasio](#) on Jul 14 2021 - 2:45pm



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A wise, pointed payoff awaits viewers at the end of Channel 4's three-minute Paralympics promo, which drops today [ahead of the Tokyo Games](#).

Created by the U.K. broadcaster's 4Creative team, with Oscar-nominated cinematographer Bradford Young directing, the film charts fresh territory for the [acclaimed "Superhumans" advertising series](#) by emphasizing the blood, sweat and sacrifice Paralympians make in their quest for glory.

and athletes as everybody else, he says. They're flawed and vulnerable, just like you and I."

We open inside the intense dreams of 2016 Rio Paralympics gold medalist Kadeena Cox, whose neon-tunnel visions vanish as a new day of discipline and struggle dawns.

Super. Human. | Tokyo 2020 Paralympic Games Trailer

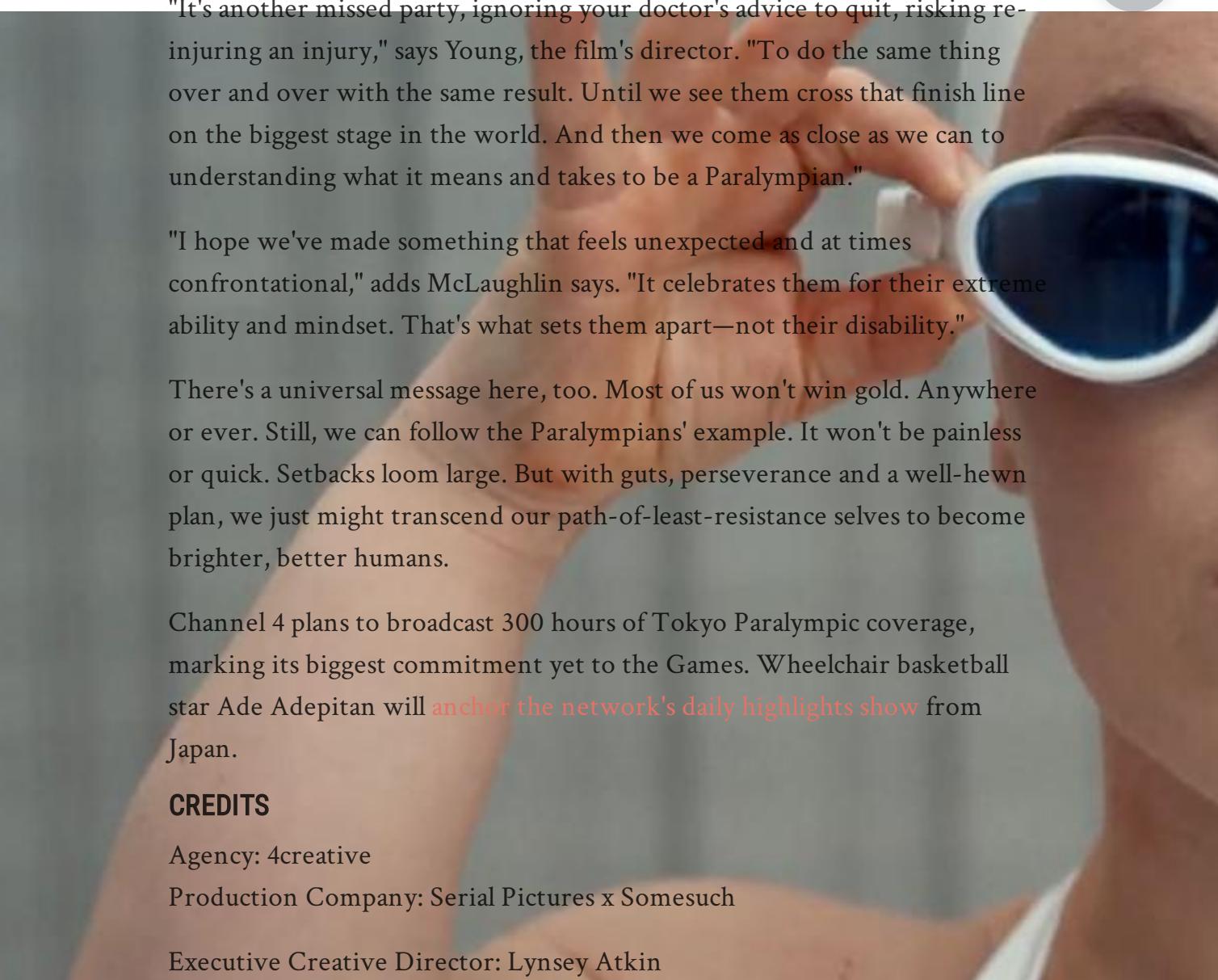


Scenes with British competitors Ali Jawad, David Smith, Ellie Simmonds, Jody Cundy and Jordanne Whiley follow. There's a mix of at-home moments, high-octane workout and practice footage, plus fanciful animation.

There's some humor sprinkled in, too. "Among all the visceral, uncomfortable imagery, we wanted to make people laugh, as well as making them wince," McLaughlin says.

It's all set to the bouncy beat of Bugsy Malone's "So You Want to Be a Boxer," performed by Jay Prince, which lends the proceedings a jaunty, indomitable vibe.

Like all elite athletes, these folks shrug off the pain, both physical and emotional, as they push themselves to the limit. Around the two-minute mark, we return to Cox's subconscious, as she outpaces a bronze medal on



"It's another missed party, ignoring your doctor's advice to quit, risking re-injuring an injury," says Young, the film's director. "To do the same thing over and over with the same result. Until we see them cross that finish line on the biggest stage in the world. And then we come as close as we can to understanding what it means and takes to be a Paralympian."

"I hope we've made something that feels unexpected and at times confrontational," adds McLaughlin says. "It celebrates them for their extreme ability and mindset. That's what sets them apart—not their disability."

There's a universal message here, too. Most of us won't win gold. Anywhere or ever. Still, we can follow the Paralympians' example. It won't be painless or quick. Setbacks loom large. But with guts, perseverance and a well-hewn plan, we just might transcend our path-of-least-resistance selves to become brighter, better humans.

Channel 4 plans to broadcast 300 hours of Tokyo Paralympic coverage, marking its biggest commitment yet to the Games. Wheelchair basketball star Ade Adepitan will [anchor the network's daily highlights show](#) from Japan.

## CREDITS

Agency: 4creative

Production Company: Serial Pictures x Somesuch

Executive Creative Director: Lynsey Atkin

Deputy Executive Creative Director: Eoin McLaughlin

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Campaign Producer: Louise Oliver

Designer: Sarah Jones

Production Manager: Will Breedon

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Senior Planner: James Hamilton

Media Agency: OMD

PRODUCTION COMPANY: Serial Pictures x Somesuch

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Executive Producer / Managing Director (Somesuch): Seth Wilson

Executive Producer (Serial Pictures): Violaine Etienne

Producer: Elena (Elly) Camisa

Director Of Photography: Rina Yang

Production Designer: Nathan Von Parker

Costume Designer: Jessica Fell

Hair & Make Up Artist: Natasha Lawes

Sound Recordist: Mike Palmer

Casting Director: Kharmel Cochrane

Athlete Casting: Shannane Lane and Louise Oliver

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Production Manager: Fatima Zaman

Directors Assistant: Saman Aminzadeh

Location Manager: Scout Productions

2nd Unit Director: Dan Emmerson

Camera Operator (2nd Unit): Fraser Rigg

OFFLINE EDIT: Final Cut

Editor : Amanda James @ Final Cut

Asst Editor : Leah Burton/James Stubbs

Producer: Nikki Porter

MUSIC: Leland Music

Music Supervision & Production: Leland Music

Music Supervisors: Abi Leland, Toby Williams

Music Assistant: Letizia Pacchioni

Arranger / Producer: Guy Farley

Vocalist: Jay Prince

Backing vocalists: Lawrence Johnson, Travis Cole, Wayne Hernandez, Shaun

Trumpet: Jay Phelps

Alto Sax: Jamie Talbot

Baritone Sax: Claire McInerney

SOUND POST PRODUCTION: Factory

Sound Design/Mix: James Utting and Anthony Moore

Audio Producer: Lucy Spong

VFX and ONLINE: TIME BASED ARTS

VFX Supervisors: Sam Osborne, Bernardo Varela, Federico Vanone 2D

LEAD: Leo Weston

2D TEAM: Ollie Ramsey, Bernardo Varela, Caroline Dalgato, Leandro

Vazquez, Sarah Breakwell, Matt Jackson

3D TEAM: Guillaume Heussler, Jake Newton, Teodora Retegan, Zoe Sottiaux,

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Producer: Sian Jenkins

EP: Tom Johnson

SIGNED AND SUBTITLING: REDBEE

**TAGS** CHANNEL 4 SUPERHUMANS SPORTS ADVERTISING



## David Gianatasio

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David Gianatasio is senior editor at Clio Awards.

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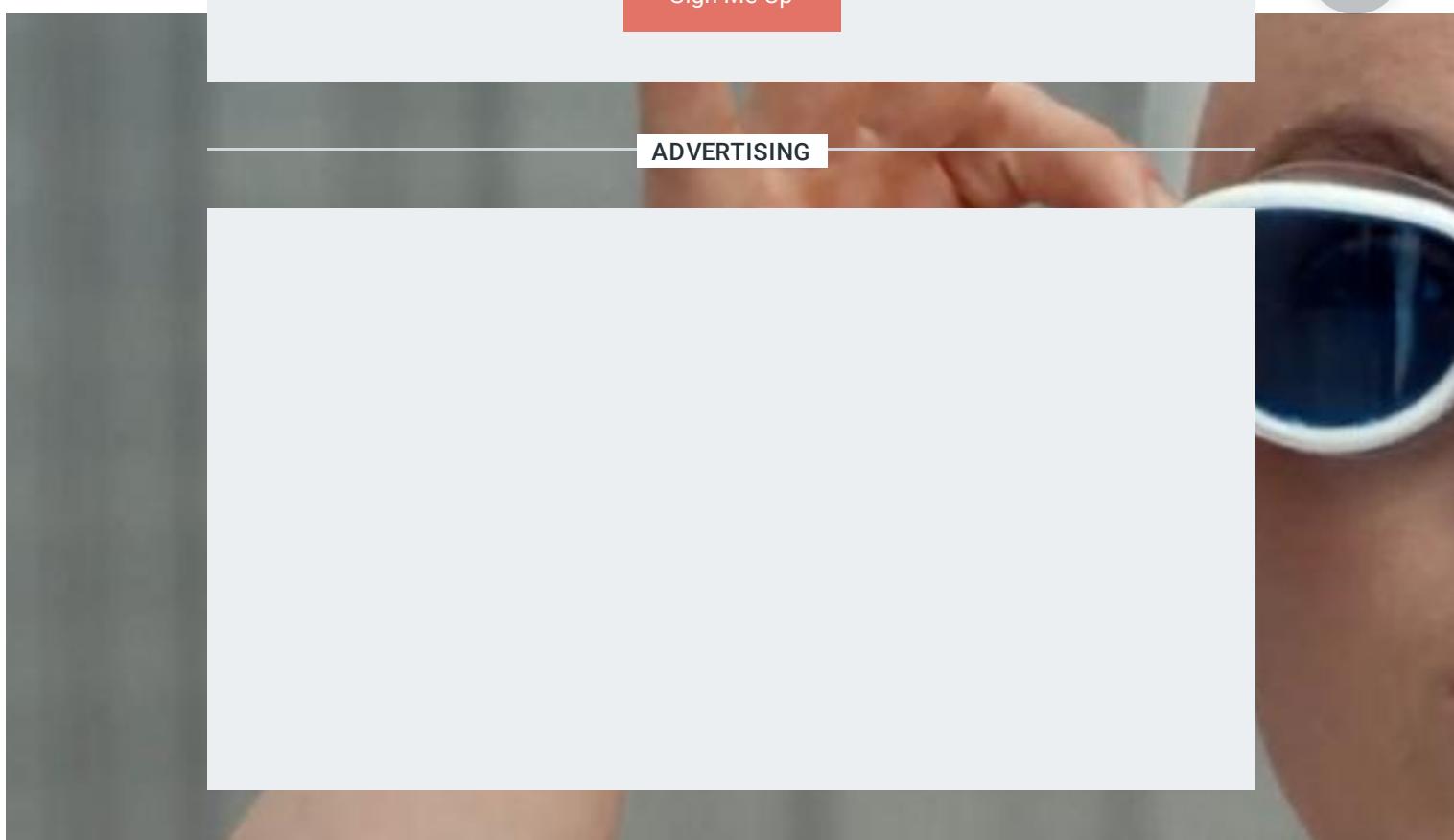


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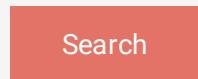
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