

# Ceramic Raccoon With a Death Wish Featured in Shortlisted Russian Ad (Video)

By [The Moscow Times](#)

June 21, 2012



**The**  **Moscow Times**

An advertisement for super glue featuring a porcelain raccoon seeking creative ways to destroy itself is the only Russian video ad to make the shortlist at the Cannes Lions International Festival of Creativity, one of the world's biggest advertising awards events.

Among the several hundred entries on the Film Lions Shortlist, the only video from Russia is for Sekunda fast-acting glue and is titled simply "Raccoon." The video — which is up against an entry from a Japanese firm for Toshiba LED light bulbs, in the category "Household: Other" — was made by BBDO Russia Group Moscow, which controls firms whose clients include brewery Baltika, telecom major MTS, and computing giant HP.

The video of the ceramic rodent attempting to demolish itself is reminiscent of the film "Groundhog Day," in which the central character cannot die. The words shown at the end of

the clip can be translated as, "Nonetheless."

The Cannes Lions festival draws more than 9,000 members of the advertising industry every year. The 2012 edition runs from June 17 to 23 in Cannes, France.

Original url:

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