



BBC ONE ONE NATION

The UK's favourite television channel likes to keep things moving. In 1997, our long-running relationship with BBC One produced the award-winning 'balloon' idents, with the traditional globe brought to life as a hot air balloon floating evocatively across famous British landscapes.

By 2002, it was time for a fresh, energetic and more human direction. Insight told us that dance was the perfect metaphor for BBC One - it's democratic, feel good, entertaining and dynamic. The resulting 'Rhythm and Movement' idents, meticulously choreographed, beautifully filmed, and a perfect reflection of the BBC's diversity, would help define the channel for the next five years.