

# IRN-BRU have a brand new Snowman advert

Just before its debut on STV and Facebook at 8:45pm tonight, IRN-BRU has released an exclusive teaser of its brand new Snowman advert featuring a chorister from St Mary's Music School.

There is real excitement among fans, as for the very first time, we have a chance to catch a glimpse of the sequel to the iconic ad.



The teaser reveals the first few seconds of the story where we see the wee boy lift himself from the snow before looking up to spot the Snowman who has swiped his can of IRN-BRU and is soaring high above George Square in Glasgow.

With a determined look on his face, we hear the wee boy rush through the snow and are left wondering if he will get his beloved BRU back...

We'll have to wait until tonight to find out how the story unfolds when the ad airs for the very first time on STV and Facebook at 8:45pm.

Singing the story of the chase is talented Carlo Massimo, age 13, a St Mary's Cathedral Chorister who attends St Mary's Music School in Edinburgh. With a dash of IRN-BRU's signature humour, Carlo will tell the tale of the wee boys' quest to get his BRU back to the tune of Walking Through The Air from the classic festive film, The Snowman, which celebrates its 40th anniversary this year.

IRN-BRU Marketing Director, Adrian Troy, said: “We know Christmas isn’t Christmas in Scotland without the IRN-BRU Snowman, so we’re thrilled to be continuing the story and letting everyone find out what happens next. We’re sure this twist to the tale will be a real hit and a great way to kick-start the Christmas celebrations.

“The story will be revealed for the very first time on STV and Facebook during X Factor this Saturday night, so make sure you don’t miss out and, finally, have a Phenomenal Christmas!”

Many of the talented animators who worked on the original ad have been reunited to complete the sequel at animation studio Lupus Films under the supervision of director Robin Shaw. With every single frame hand-drawn, the team has dedicated months of hard work, hundreds of pencils and thousands of sheets of paper to capturing imaginations with their unique take on the characters and scenic landscapes up and down the country. The result is the ultimate festive treat and the perfect follow-up to the iconic Christmas advert.

1. [IRN-BRU Christmas teaser](#)