

Legal eagle turns stuntwoman to star in new TV ad

ALEX HIBBERT

alex.hibbert@menmedia.co.uk
@alexghibbert

A LEGAL firm in Wilmslow is in the running for a national award.

Hilary Meredith Solicitors Ltd, based on Water Lane, Wilmslow, has been shortlisted for the Marketing Campaign of the Year Award at the Personal Injury Awards 2014.

The firm has landed the nomination for its latest advertising venture, which includes a television commercial that uses multi-million pound technology also used on blockbusters such as Harry Potter and Star Trek.

In the clip, CEO Hilary Meredith, pictured, is seen in a staged car crash,

as the vehicle she's driving flips around 360 degrees, and the car's contents float through the air.

Hilary undertook extensive training to become a stunt woman and actress to film the advert - harnessing up to film the simulated crash, which involved more than 50 rolls in a rigged vehicle.

She said: "The advertisement took a full day to film with the help of a production team of 12 at Manchester's Sharp Project.

"The car crash was enacted using a BMW that was adapted and rigged to perform double rolls to create the impression it was under impact. The rig and set had to be specially built and took four weeks to complete."

Before becoming a solicitor, Hilary was one of the UK's leading trampolinists and was a reserve for the British Olympic Team before injury curtailed her sporting career.

However, that training helped stand her in good stead for the gruelling demands of her day as a stuntwoman.

She added: "I was trained by world famous stuntman Riky Ash. Riky has more than 20 years' experience as a stuntman, stunt co-ordinator and actor in TV commercials, as well as movies such as Sleepy Hollow, Tomorrow Never Dies and 'This Is England."

To find out more about Hilary Meredith Solicitors Ltd, go to hmsolicitors.co.uk.

