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U.S. Air Force: Thunderbird

Description

GSD&M launched a documentary style U.S. Air Force campaign Do Something Amazing that features real Airmen and the amazing things they do everyday. Campaign is the first since USAF Weve been waiting for you campaign that launched in 2003.

As user-created content sites such as YouTube and GoogleVideo rapidly increase in popularity, Air Force Recruiting Service wanted to create a campaign that features similar, authentic, non Hollywood work. The Do Something Amazing work features Airmen in action as they fly and fight, call in air strikes, jump out of airplanes as well as their personal, unscripted take on what they do.

We want viewers to say that could be me doing those amazing things. In addition, we want to highlight all the unique roles that the Air Force plays in defending the country, states Lee Pilz, USAF account director at GSD&M.

The DSA campaign encompasses TV, print, webisodes and a new website with over an hour of unscripted videos, Airmen profiles, interactive and downloadable features.

Creative Commentary



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Product: U.S. Air Force Recruiting

Agency: GSD&M's Idea City, Austin

Production Company: Windowseat Pictures

Director(s): Bill Kiely

Creatives: Tim Sabo (Creative Director)
 Christopher Staub (Copywriter)
 Sean Keith (Art Director)
 Laura Carter (Producer)

Country: United States of America

Other Credits: Interactive Art Director: Shane Diver
 Interactive Producer: Jeff Bond
 Editor: 501 Post
 Account Service: Lee Pilz, Norah Rudyk, Travis Scoggins
 Marketplace Planning: Amy Empson

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Creative Project Management: DeeDee Jonas

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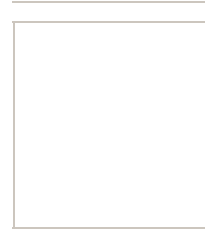
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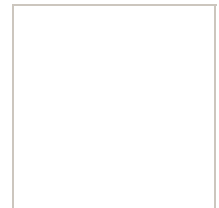
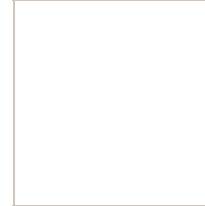
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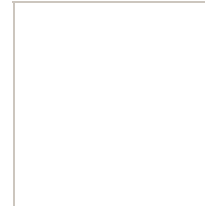
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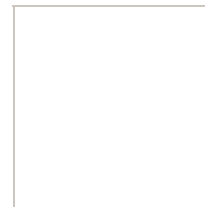
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