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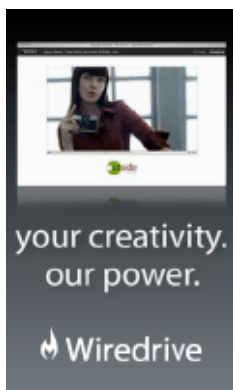
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CAMPAIGN VIEWPOINT

Stylewar transforms and ...

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Campaigns: The power of Pepsi; crumby McVitie's; hardcore Vans; and Delta makes a point

Stylewar transforms and average dude for Pepsi; McVitie's cookies are good to the last crumb; Delta Airlines pinpoints its strengths; and Vans spins out skate-punk goodness...

by: **BOARDS EDITORIAL**




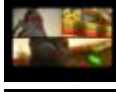

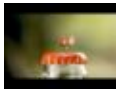




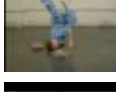


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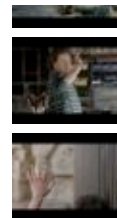
- POWER BAR>** Just in time to poke some good, clean fun at the American electoral process, BBDO New York spins out "President", the first of three spots in their new Snickers campaign. Couch potato Kevin Moss takes a bite of his chocolate bar and before you can say the new tag line, "Make it Happen with Snickers," he's the lead singer for boy band 2Hot, and then swept into the White House by the people when his hit song 'I Wanna Be Your Resident' is slightly misunderstood. Directors Stylewar created interchanging sets that were shot in-camera, while others had to be created entirely in post. In "President", the rotating floor that throws Kevin from his first set into his second, was generated entirely in 3D using Photogrammetry. Directed by Stylewar through Smuggler. <http://www.smugglersite.com> <http://www.bbdo.com>
- SHE WON'T KICK YOU OUT OF BED FOR EATING THESE BISCUITS>** Publicis came up with three winsome spots for the UK's leading biscuit manufacturer, McVitie's, which play on the idea that they're so darn good, "you make the crumbs." Highlights include a woman who gently vacuums the ubiquitous crumbs off the chest of a napping hubby, and another who lovingly slides them into her mouth from the spine of a good book. If you leave small enough crumbs, you can even suck them out of a spiral straw as one cute kid does at a garden party. How can I get me some of those McVities? Directed and shot by Christian Loubek for Anonymous Content. <http://www.anonymouscontent.com> <http://www.publicis.com>
- CORE STREET MUSIC>** Director Bill Kiely

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Gatorade
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The Brighton Port Authority feat Iggy Pop
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"Mike"
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GE
"Scarecrow"
- 
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- 
Canada Post/eBay
"Mail Room"
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Xbox
"Go Go Break Steady"
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Pedigree
"Crazy Pets"
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Pepsi Max
"Ingredients"

collaborates for the fifth time with shoe and apparel company, Vans, on two high energy spots, one of which features '80s punk band, The Circle Jerks, who split their lungs with their Wild in the Streets track. The band is rotoscoped in with a stair-bashing skateboarder and three Vans girls. Brought to you by Windowseat Pictures, the spots are currently airing on Comedy Central, Fox Sports New, Fuse and Fuel. <http://www.windowseatpictures.com>



Pepsi Max
"I'm Good"

Pepsi Max
"I'm Good – Monkey"

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- DELTA HITS THE MARK**> A strong fan and a package of pushpins can be a deadly combination, but for Delta, it's a clever way to show off its myriad destinations. In "Map" and typical suit looks coyly at the camera as he proceeds to dump a bunch of pins in front of a fan. Instead of becoming a disastrous experiment in mini-projectiles, the pins land neatly on a map on a wall. Similarly, in "Snowglobe" a woman unpacks a new addition to her obsessively massive collection of watery trinkets, showcasing all the destinations one can travel with their frequent flyer points. Both spots were directed by Peter Darley Miller of @radical.media. A third spot, directed by the Cronenweths through Untitled, Santa Monica, uses a shifting perspective technique, but doesn't pack the same punch. Agency: Brighthouse Live, Atlanta

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