

SHOOT

THE LEADING NEWSWEEKLY FOR COMMERCIAL PRODUCTION & POSTPRODUCTION

MARCH 5, 2004

CREATIVE SHOWCASE

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Backyard Follows The Ball For Pepto-Bismol

CLIENT

Procter & Gamble/Pepto-Bismol.
PRODUCTION CO.
Backyard Productions, Venice,
Calif.

Tim Abshire, director; Joaquin Baca-Asay,
DP; Blair Stribley and Kris Mathur, executive
producers; Amy M. Samuelson, producer;
Peter Steinzeig, head of production. Shot on
location in Los Angeles.

AGENCY

Publicis in New York.
Alan Herzog, creative director/copywriter;
David Rauch, creative director/art director;
Sally-Ann Dale, executive producer.

EDITORIAL

89 Editorial, New York.
Jordan Green, editor; Sara Mills, producer.

POST/VISUAL EFFECTS

Headlight Design + Visual Effects,
New York.



Pepto-Bismol's "Basketball."

Steve Zourntos, online editor/visual
effects artist.

Rushes, Los Angeles.
Chaz Tucker, colorist.

AUDIO POST

Sound Lounge, New York.
Glen Landrum and Rob Sayers, mixers.

MUSIC

Face The Music, New York.
Tony Shimkin, composer.

THE SPOT

Two :30s feature a catchy tune and a
unique style of line dancing to highlight
the tagline, "Pink does more than you
think." In "Line Up," five office employ-
ees stand by a copier and display the
universal signs for "nausea, heartburn,
indigestion, upset stomach and diarrhea,"
as they sing and dance to a bouncing
Pepto-ball. "Basketball" features the
same scenario, with five players doing
their take on the Pepto-Bismol tune.
Spots broke Jan. 5.