

Members Area



CREATIVE CREDITS

SPOTLETS November 14, 2003

**Face The Music Scores A Touchdown
With SBC**



CLIENT

SBC.

PRODUCTION CO.

Food Chain Films, Portland, Ore.

Andrews Jenkins, director; Joe Meade, DP; David Cress, executive producer; Rian Moore, producer. Shot on location in Los Angeles.

AGENCY

Merkley Newman Harty|Partners, New York.

Andy Hirsch and Randy Saitta, creative directors; Craig Cimmino, art director; Ben Hieger, copywriter; Steve Ford, producer.

STOCK FOOTAGE

Clear, New York.

EDITORIAL

Cosmo Street Editorial, New York.

Lucas Spaulding, editor; Maura Woodward, producer.

POST

Company 3, New York.

Tim Masick, colorist; Luana Ayres, producer.

RIOT Manhattan.

Tom McCullough and Julie Watkins, Inferno artists; Luis Ribeiro, producer.

AUDIO POST

Sound Lounge, New York.

Philip Loeb, mixer.

MUSIC/SOUND DESIGN

Face The Music, New York.

Tony Shimkin, composer; Jared Hunter, sound designer; Adam Joseph, executive producer.

THE SPOTS

Four :30s promote SBC's sponsorship of College Football Saturday on ABC-TV. "Field Goal" features two SBC linemen acting like referees as a football player kicks a pigskin over a power line strung between two poles. "Commentators" shows announcers John Saunders and Bob Griese doing play-by-play announcing as an SBC lineman works from a bucket truck. "3 Point Stance" shows an SBC worker bending down only to come face-to-face with a huge defensive tackle; the player, however, winds up on the ground. And in "Water Cooler," an SBC employee who successfully helped a customer gets a bucket of water dumped on her by a pair of players. Each ad segues into footage of college football action, and the tagline, "Going the distance for you." Spots broke in September.