



N E W S

Press Release - Face the Music

Face the Music Recasts Sly and the Family Stone for Playtex

New York (Jan. 07, 2004) -- Face the Music's Tony Shimkin gave a funky new twist to the Sly and the Family Stone classic Thank You (Falletinme Be Mice Elf Agin) in scoring a new spot for Playtex. The spot, out of Kraftworks, New York, introduces Playtex' "Thank goodness it fits" line, the first to include half-size bras. Adam Joseph was executive producer for Face the Music.

In the spot, French model and actress Noemie Lenoir dances to the rejuvenated '70s anthem. It ends with the tagline, "Half size too for a more perfect fit."

Advertisement

Shimkin set out to preserve the essence of the song's '70s style

funkiness while placing it in a more contemporary context. "I'm a big fan of that song," recalled Shimkin. "I'm a bass player by nature and that song is all about the bass line; every hook is played by the bass."



Shimkin recorded versions of the song with male and female vocalists and ultimately decided to blend the two with the male voice taking the lead. "Although the spot is for Playtex, we felt there was no reason it couldn't be a man's voice singing," he said. "Yet, we really liked the effect of mixing the female vocals into the chorus. In the end, we recorded a second female vocalists and mixed her vocals in as well. That made the chorus sound big and kept the 'family' in the Sly and the Family Stone vibe."

Face the Music is located at 107 Grand Street, 7th floor, New York, NY 10013 and at 912 Colorado Avenue, Santa Monica, CA 90401. For more information, call (212) 764-FACE or (310) 392-FACE.

Commercial Credits

Title: TGIF

Length: :30

Client: Playtex

Agency: Kraftworks, New York. Neil Kraft, creative director; Justin Woo, art director; Julie Kucinski, copywriter; Maria Gallagher, producer

Production Company: Kraftworks, New York. Neil Kraft, director; Pascale Lebeque, director of photography; Maria Gallagher, producer. (No executive producer on this project)

Location: New York locations.



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Stage: Broadway Stage, New York.

Editing Company: Ohio Edit, New York. Frank Snider, editor.

Music Company: Face the Music, New York. Tony Shimkin, composer.
Adam Joseph, executive producer.

Post Facility: Company 3, New York. Tim Masek, colorist.

Visual EFX Company: Kraftworks, New York. Jory Hull, artist

Nice Shoes, New York. Rich Shreck, conform/retouching

Audio Post House: Sound Lounge, New York. Tom Jucarone,
engineer/mixer.

Source: Face the Music

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