

# SHOOT®

THE LEADING **NEWSWEEKLY** FOR COMMERCIAL PRODUCTION & POSTPRODUCTION

**MARCH 5, 2004**

## CREATIVE SHOWCASE

**IGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SP**

## 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 employees 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.