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PHOENIX EDITORIAL TAKES SHOPPING TO THE EXTREME FOR MERVYN'S

Company Provides Editorial and Effects Enhancement On Four-Spot Branding Campaign

San Francisco, CA (March 20, 2003) – Phoenix Editorial completed editorial and effects on a four-spot branding campaign for popular discount retailer Mervyn's. The four 30-second spots and the shortened 15-second versions – “Bumper Drag,” “Claw Hands,” “Spruce Up,” and “Growth Spurt” – depict humorous scenarios which show shoppers taking full advantage of the store's incredible savings. Phoenix editor Bob Frisk collaborated with directorial duo Joe Public of Headquarters and Venables, Bell & Partners producer Craig Allen. The spots broke in February.

“The dedication that Bob Frisk and the whole Phoenix team demonstrated on this campaign was phenomenal,” said Craig Allen, producer at Venables, Bell & Partners. “They worked late nights and weekends, even over the Christmas holiday – literally dedicating their collective lives to this four-spot campaign. And the effects team really polished the look of the spots, adding those extra touches that make the spots all the more memorable. And of course, Bob is a great editor – his creative vision and sense of humor always make it a pleasure to work with him.”

Because the concepts on several of these spots were so broad, Frisk was able to play with a lot of different cuts, and experiment with different takes on conveying the gag effectively to the audience. “‘Claw Hands’ became much more of a montage than a straight narrative piece, and as a result comes across as much more funny and quirky,” commented Editor Bob Frisk. “Across the board, and as evidenced by this and other campaigns from Venables, the trend for humor in advertising has been to slow down the pacing with fewer cuts, and feature more subtle comedy. It's a refreshing trend, and in this case allowed for a great amount of creative interpretation in the editing process.”

In “Bumper Drag,” shoppers buy more than they can haul. As one car pulls into the Mervyn's parking lot, another exits, its bumper weighed down by about fifty bags of purchases. Women are seen filling their station wagons to the brim, humorously dragging their bumpers to the ground – sparks flying courtesy of Matt Silverman and the Phoenix effects team. The spot closes with the title card, “You get more for your money.” Shopping hurts so good in “Claw Hands.” The scene opens to classical music in a Mervyn's parking lot, where dozens of women perform a strange dance as they lug their bargains to their cars. When they

finally release the bags, their hands are permanent claws – no doubt an evolutionary development from shopping at Mervyn's. The spot closes with the title card, "You get more for your money."

"Spruce Up" shows an oblivious man on the sofa watching television. His wife, returning from shopping at Mervyn's, dashes in and immediately starts to redecorate. Gone is the backlit oil painting of the tuxedoed cat – she replaces it with a more tasteful print. A pretty vase here, a lovingly placed rug there, and soon the room is perfect – except for one thing. Peeling off her husband's tattered undershirt and replacing it with a snazzy polo adds the finishing touch. The spot closes with the title card, "You can afford to spruce up the whole house."

In "Growth Spurt," a teenager's feet can't seem to stop growing. He's seen in class, running track and at a school dance, with shots that expose his extra long feet – digitally enhanced by Phoenix. In the closing scene, mother and son are at Mervyn's, asking the salesperson for sizes "11, 12 and 13." The title card, "Keep up with growth spurts. Stay within budget." closes the spot. All four spots end with the tagline, "Big brands, small prices."

About Phoenix Editorial

Phoenix Editorial has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award-winning editors and effects artists, Phoenix works with top Bay Area advertising agencies Black Rocket, Goodby Silverstein & Partners, Publicis & Hal Riney, and Odiorne Wilde Narraway & Partners among others. In June 2002 Phoenix Editorial launched Phoenix Effects & Design with clients including Yahoo!, Motown, and AT&T. For more information about Phoenix Editorial and Phoenix Effects & Design, contact executive producer Lisa Hinman at (415) 394-7777.

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CREDITS

Company: Phoenix Editorial / San Francisco, CA
Client: Mervyn's
Titles: "Bumper Drag" :30 & :15 (STARTED AIRING EARLY FEB.)
"Spruce Up" :30 & :15 (AIRS 3/2)
"Claw Hands" :30 & :15 (STARTED AIRING EARLY FEB.)
"Growth Spurt" :30 & :15 (AIRS 3/16)

Production company/City/State: Headquarters / Santa Monica, CA
Director: Joe Public
DP: Manel Ruiz & Tom Siegel
Exec. Producer: Scott Flor
Producer: Nadine Brown

Where Shot: Los Angeles, CA

Advertising Agency/City/State: Venables, Bell & Partners / San Francisco, CA
Creative Director: Greg Bell & Paul Venables
Producer: Craig Allen
Copywriter: Paul Venables, Kevin Frank ("Bumper Drag")
Art Director: Greg Bell, Nick Spahr ("Bumper Drag")

Editorial Company/City/State: Phoenix Editorial / San Francisco, CA
Off Line Editor(s): Bob Frisk
Assistant editor(s): Molly Conway
Producer: Jonathan Hinman

Online Editor: John Crossley @ Phoenix Editorial / San Francisco, CA
Colorist: Stefan Sonnenfeld @ Company 3 / Santa Monica, CA

3D Animation: Chelsea Pictures / New York, NY
Director: Simon Blake
Artist: Kim Lee

Visual Effects: Phoenix Editorial / San Francisco, CA
Effects Artist: Matt Silverman

Audio Post Company/city/state: One Union Recording / San Francisco, CA
Engineer: Eric Eckstein

Sound Design Company/City/state: Ripe Sound / San Francisco, CA
Sound Designer: Andy Newell
Assistant Sound Designer: William Rudolph

Music: Andy Newell @ Ripe Sound composed the music for the bag animation end tag on all spots

Jeff Koz @ HUM composed the music for "Claw Hands"