

Media Contact:
Karen Raz, Raz Public Relations
(310) 450-1482
karen@razpr.com

**PHOENIX EDITORIAL COMPLETES EDITORIAL AND EFFECTS FOR
'FASTER. EASIER. BINGO.' CAMPAIGN FOR YAHOO!**

*Editors Bob Frisk and Robbie Proctor and Effects Artist Matt Silverman
Help Launch Yahoo!'s New Search Engine*

San Francisco, CA (June 2, 2003) – Phoenix Editorial completed editorial and effects on the first two spots in a new campaign promoting Yahoo!'s revamped search engine. Each spot is tied together by the idea that the new search application is so habit-forming, people literally carry it with them wherever they go. Five-foot long Yahoo! search bars that come complete with flashing cursors and personalized queries play a prominent role in the spots. The 30-second spot "Subway" and the 60-second "Anthem" were completed via Black Rocket, San Francisco, with David Frankham from Smuggler directing. This project underscores the strong relationship between Black Rocket and Phoenix Editorial, who have worked together on multiple campaigns for Yahoo! over the past seven years.

"Once again we turned to our good buddies at Phoenix to help us bring a subtle humor and real-life feeling to the idea," said Steve Stone, co-founder and creative director, Black Rocket. "We work really well together. We're like family. Bob and the whole Phoenix team really excel at identifying those 'little moments' that take these kinds of spots to a different level. And Marie continues to blow us away with the quality of snacks."

In "Subway," the scene opens in a crowded train, filled with commuters toting planks that illuminate their random thoughts of the moment, like "resume tips" and "crab cake recipes." Amid the hustle and bustle, a commuter dashes from the escalator, and stops the closing doors with a search bar reading: "NYC subway schedules." With a classical music score as backdrop, the parade of passengers, with their eerily lit search bars, looks like urban performance art.

"Anthem" opens on two metro commuters taking the down escalator while carrying bars reading, "personals" and "cell phone rates." The scene then cuts to a man halting the train's sliding doors with a bar reading, "NYC subway schedules." The campy soundtrack segues into a series of humorous scenes, including one in which a frustrated golfer breaks his club over his knee next to a bar reading, "anger management." Other scenes show a classroom of third graders eagerly raising their hands, bars reading "DNA" and "human genome project" on their desks, and a terrier running to its master with a bar in its muzzle

reading, “dog grooming.” The spot concludes with the closing end tag, “The new Yahoo! search. Faster. Easier. Bingo.”

To make the search bars come alive, Matt Silverman and the Phoenix effects team roto-scoped and motion-tracked the physical props in each scene to isolate them, so that blinking cursors could be inserted, and typed on search queries could be changed as needed. “We had to replace about 80% of the type, so what looks like fairly simple effects work was actually very complicated,” said Silverman, visual effects supervisor at Phoenix. There were approximately 8-15 shots tracked per spot; Silverman used a combination of discreet Flint, Pinnacle Commotion and Adobe After Effects to complete the effects.

Black Rocket was very pleased with the outcome. Raves Hannah Murray, producer for the agency, “If I could marry Matt, I would. He helped make the search bars come to life by adding cursors and having the type populate on it – thus transforming them from mere props to lead performers. I might even have to pay talent residuals on the darn things.”

Commenting on a growing trend in commercials, Phoenix editor Bob Frisk noted: “Comedy spots are no longer jammed with cut after cut, concept after concept – instead, there is more time taken to tell a story, and smaller ideas are expanded upon so that one thought or one idea is thoroughly executed. It’s a return to simplicity, and it really comes through in this campaign. It was imperative to slow down the pace so that there is time to read the text typed onto the search bars, as that is instrumental to the success of these spots.”

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 Venables, Bell & 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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COMMERCIAL PRODUCTION CREDIT LIST:

Submitted By: Natasha Wang (Raz PR for Phoenix Editorial)
Company: Phoenix Editorial / San Francisco, CA
Airdate: May 20, 2003
Client: Yahoo!
Title: "Anthem" and "Subway"

Production company: Smuggler / Los Angeles, CA
Director: David Frankham
DP: Igor Jadue Lillo
Executive Producer: Brian Carmody
Producer: Jeff Rohrer

Production Location: "Anthem": several locations in L.A.
"Subway": LA metro station

Advertising Agency: Black Rocket / San Francisco, CA
Creative Director: Steve Stone
Producer: Hannah Murray
Copywriter: Steve Stone
Art Director: Steve Stone
Account Supervisor: Suzanne Reeves

Editorial Company: Phoenix Editorial / San Francisco, CA
Off Line Editor: Bob Frisk
Assistant editor: Manya Mendyuk
Producer: Jonathan Hinman

Telecine Facility: Company 3 / Santa Monica, CA
Colorist: Stefan Sonnenfeld

Online Facility: Phoenix Editorial / San Francisco, CA
Online Editor: John Crossley

Visual Effects Company: Phoenix Editorial / San Francisco, CA
Artists/Compositor: Matt Silverman and John Crossley

Motion Design Company: Phoenix Editorial / San Francisco, CA
Artist: Matt Silverman

Audio Post Company: Crescendo Studios / San Francisco, CA
Mixer: Jay Shilliday

Music Production Company: Ripe Sound / San Francisco, CA
Composer: Andy Newell

Sound Design Company: Ripe Sound / San Francisco, CA
Sound Designers: Andy Newell