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

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PHOENIX EDIT, EFFECTS & DESIGN COMPLETES CAMPAIGN FOR IDT

San Francisco, CA (November 17, 2004)— Bay Area creative shop Phoenix Edit, Effects & Design announces the completion of two 60-second spots and four 30-second versions for the long distance carrier IDT. To convey how most telephone companies charge too much, ad agency Eleven Inc. and directors Andrew French and Nicholas Spooner of The Artists Company created “Bill,” an overweight middle-aged guy who is the campaign’s physical embodiment of a competitor’s bloated phone bill. In a white T-shirt that reads “Phone Bill,” Bill tags along uninvited to family dinners and get-togethers, spending people out of house and home. He finally gets the boot when the customers discover the lower-cost but just as dependable option, IDT.

Said Diane Stember Richards, Associate Creative Director, Eleven, Inc., “When we came up with the idea for a ‘Phone Bill’ television campaign, there was no other choice of editors with which we wanted to work. It simply HAD to be Bob Frisk. Not only is he great with comedy, he’s the kind of editor who brings so much to the party. He’s extremely creative but also very methodical. By the time we got into the edit bay, Bob knew the footage better than we did. Plus, being at Phoenix is always a great experience. They treat us like royalty and we eat like kings!”

Bill takes over a family’s house in “Helicopter.” The spot opens with a cute kid holding a tiny plywood glider. He asks Dad if he can have a “Turbo-Eleven” helicopter. “I don’t think so, son,” the father sternly replies, returning to his yard work. “But you got one for Bill!” the kid says. Cut to Bill, gleefully wielding the remote control of his ostentatiously teched-out whirling toy. In another scene, Bill slaps down a huge cut of steak at the family barbeque while everyone dines on burgers, while in another, the family’s daughter tends to her goldfish, only to look out the window to see Bill gloating over his pet pony.

A woman orders lunch in “Restaurant.” “I’ll have the garden salad and ice tea,” she asks, and then reluctantly turns to Bill, who orders the rack of lamb, lobster and shrimp cocktail. Subsequent scenes show her and Bill at the nail salon, she scrimping on a manicure, he splurging on a facial and massage. Pointing to a cucumber slice on his eye, he asks, “Is this organic?” The super, “Spending too

much on your Phone Bill?” appears over a freeze-frame of Bill. A side-by-side comparison of IDT costs versus the competitor close each spot.

Said Phoenix Editor Bill Frisk, “I had great material to work with, thanks to the creatives at Eleven Inc. and the comedic eye of directors Andrew French and Nicholas Spooner, who were able to draw out some great performances. This campaign is a perfect example of the trend in spot work I’ve seen in the past few years, where comedy is told at a slower pace, unlike the rapid-fire edits you used to see a few years back. What was key in these spots was to make cuts as simple as possible, because sometimes the best edit is not doing one.”

About Phoenix Edit, Effects & Design

Phoenix Edit, Effects & Design 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 advertising agencies including Black Rocket, Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, DDB San Francisco and West Wayne. Phoenix has worked with many top-tier clients over the years including Yahoo!, McDonald’s, Sprint, Toyota, HBO, Hewlett Packard, Saturn, Comcast and the Got Milk campaign. For more information about Phoenix Edit, Effects & Design, contact executive producer Jonathan Hinman at (415) 394-7777 or visit www.phoenixedit.com.

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COMMERCIAL PRODUCTION CREDIT LIST:

Company: Phoenix Edit, Effects & Design / San Francisco, CA
Client: IDT
Title(s): "Helicopter" :60 & :30 "Restaurant" :60 & :30
Airdate: October 18, 2004

Advertising Agency: Eleven Inc. / San Francisco, CA
Creative Director: Rob Price
Producer: Cathy Carolan
Copywriter: J.J. Elliot
Associate Creative Director: Diane Stember

Production Company: The Artists Company / Los Angeles, CA
Director: Nicholas Spooner & Andrew French
DP: Robert Yeoman
Exec. Producer: Lori Lober
Producer: Brian Kilcullen

Where shot: Vancouver, Canada

Editorial Company: Phoenix Edit, Effects & Design / San Francisco, CA
Off-Line Editor(s): Bob Frisk
Executive Producer: Jonathan Hinman
Producer: Julie Morrandez
Online Editor: John Crossley

Telecine Company: Bobine / Santa Monica, CA
Colorist: Jais Lamaire

Audio Mix Company: One Union Recording / San Francisco, CA
Engineer: Joaby Deal

Sound Designer: Bob Frisk @ Phoenix Editorial