



phoenix edit, effects, design

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FOR IMMEDIATE RELEASE

Phoenix Editorial & Designs Wrap up HBO Home Video for the Holidays

Three-spot TV Campaign Cut by Bob Frisk, Directed by Harvest Films' Baker Smith for Ad Agency Venables, Bell & Partners Touts HBO Box Sets as the Ideal Holiday Gift

San Francisco, CA (December 19, 2006)—Phoenix Editorial & Designs has completed a new holiday-themed campaign for HBO Home Video. The three-spot effort was directed by Baker Smith through his production company Harvest Films and edited by Phoenix's Bob Frisk for ad agency Venables, Bell & Partners. The :30 commercials air through the holiday season and tout HBO DVD box sets as the perfect holiday gift.

Everyone has received those bad Christmas presents that have become clichés in and of themselves, like itchy sweaters, monogrammed pillows and tool sets, which are exploited in the ads “Crochet Pillow,” “Roller Skates” and “Gift Basket.” Set to a pared-down orchestral holiday score, the ads feature scenarios in which people stare intently at bad gifts as if they were a good shows on TV.

In “Crochet Pillow,” a man chomps on popcorn, absorbed by something ostensibly on TV. The surprise reveal however, is a dress shirt propped up in the entertainment center. “Gift Basket” has a family in a festive living room, clucking about the holiday sausage basket, while “Roller Skates” has another family eating a TV dinner while watching a bottle of cologne. The ads follow with the title “No other gift is HBO” and a CG animation featuring HBO box sets “The Sopranos,” “Entourage” and “Curb Your Enthusiasm” bursting out of gift-wrap. The HBO logo and title card “For the holidays.” wrap up the spots.

Said Bob Frisk, Editor, Phoenix Editorial & Designs, “Baker Smith was great at making sure I had plenty of shots of the actors expressing ranges of emotion. He filmed them crying, laughing, mesmerized—this allowed me to try all sorts of combinations to tell the story. Ironically in the end, we all decided that a minimalist, simple style showing the people focused on just watching the TV was most effective. It best captured how hypnotized these people were by these oddball objects, things I'm sure to receive for Christmas this year unfortunately.”

About Phoenix Editorial & Designs

Phoenix has been a mainstay in the San Francisco creative post-production community since 1991. With a roster of award winning editors, graphic designers and effects artists, Phoenix works with creative-driven advertising agencies including Venables, Bell & Partners, Goodby Silverstein & Partners, Publicis & Hal Riney, Heat (formerly Black Rocket), Duncan/Channon, and McCann. The company produces spots and HD motion graphics packages for Apple, Microsoft, Sony, Intel, Yahoo, PG&E, Disney, McDonald's, Palm, Toyota, Hewlett Packard, Comcast and the Got Milk campaign. Last year the company moved into a new state-of-the-art HD facility located on the lush grounds of Sydney Walton Park in downtown San Francisco. For more information about Phoenix, contact executive producer Jonathan Hinman at (415) 394-7777 or visit www.phoenixedit.com.

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Client: HBO VIDEO
Spot names:
Roller Skates
Sausage Gift Basket
Crochet Pillow

Agency: Venables, Bell & Partners / San Francisco, CA
Co-Creative Directors: Greg Bell , Paul Venables

Art Directors: Greg Bell, Erich Pfeifer
Writer: Ned Brown- Sterns
Producer: Craig Allen

Production Co: Harvest Films / Santa Monica, CA
Director: Baker Smith
DP: John Houtman
Executive Producer: Bonnie Goldfarb
Producer: Brad Stevenson
Shoot: 35mm Film in L.A.

Editorial Co: Phoenix Editorial & Design / San Francisco, CA
Editor: Bob Frisk
EP: Jonathan Hinman
Effects & Design Director: Matt Silverman
Motion Graphic Designer: Bobby Van Dyke

Other Post:
CG Animation: Studio Ember / Los Angeles, CA
Telecine: Stefan Sonnenfeld @ Co3 / Los Angeles, CA

Music: Elias Arts / Santa Monica, CA
Audio Mix: Joaby Deal @ One Union Recording/San Francisco

