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Phoenix Editorial & Designs Completes Three-Spot Campaign For EA Games Title “skate”

*Directed by The Malloys for HSI via ad agency HEAT, Campaign Stars
Pro-Skateboarders Famous for their Tricks—and their Thumbs*

San Francisco, CA (September 4, 2007)—Phoenix Editorial & Designs has wrapped a three-spot TV campaign for “skate,” the new title from EA Games and developer EA Black Box for the PlayStation 3 and Xbox 360 game consoles. Edited by Bob Frisk for HSI directors The Malloys via ad shop HEAT, the commercials star pro riders Mike Carroll, Rob Dyrdek, Terry Kennedy, Ryan Gallant and Danny Way, whose thumbs—which are used to control the new “Flickit” game control scheme—bring them as much fame as their skateboarding. The campaign broke Sept. 1, 2007.

Said Warren Cockrel, Associate Creative Director, HEAT, “Frisk is a great storyteller. He really found all those subtle, esoteric moments in the film that create not just a commercial with a bunch of legit skaters in it, but a very inside look at what it’s like to be these guys and what they’re experiencing as their thumbs start to steal the limelight from the rest of their body.”

“Skate” is the ultimate skateboarding video game, which features revolutionary controller action, a killer soundtrack and customized character-creation. Players can choose to be one of 19 pro boarders licensed for the game, including Danny Way, Rob Dyrdek and PJ Ladd. The game then recreates the pivotal moments of these athletes’ careers as they journey from pro skater to legend status.

The spots “Hype,” “Sponsor” and “Lesson” feature some of the game’s most famous skaters, who are shot documentary style using a hand-held camera and grainy 16mm film. Because the main feature of skate that sets it apart from other skateboarding games is its new control scheme “Flickit”—which, instead of buttons, uses the thumb to coordinate tricks by moving different parts of the controller—the ad campaign focuses on how important the thumb is in mastering the game.

In the 60-second spot “Hype” (which also features a 30-second cut-down), a montage sequence shows several pro riders talking about Danny Way’s prodigious digit. “He sees the limelight shifting from him down to his thumb, and I

think it bothers him a little bit,” remarks Rob Dyrdek. “If that were my thumb, I’d be looking over my shoulder,” warns Terry Kennedy. Interspersed with these seemingly off-the-cuff interviews are shots of Way playing “skate,” adeptly controlling the game action with his thumb, which is still human and thus, not fail-proof. “I couldn’t get it to do a text message the other day, and that was kind of frustrating,” Way admits.

In “Sponsor,” Mike Carroll meets with executives from the fictitious skateboard company Mongo to seal a sponsorship deal. As one of the Mongo guys presents a miniature hoodie he custom-designed for Carroll’s thumb, Carroll consults his appendage, and then declares, “Mmm...I don’t think he’s really into that hoodie.” In the ad “Lesson,” Rob Dyrdek teaches his digit about life’s hard knocks while playing “skate.” All three spots end in a close-up of a thumb along with the tagline, “Let your little skater out” and closing in-game graphics.

Said Bob Frisk, Editor, Phoenix Editorial & Designs, “Being involved in this campaign gave me insight into a subculture with which I normally wouldn’t have contact, and it taught me how smart these athletes are—these guys have been making skate videos since they were kids, so they’re incredibly savvy about the filmmaking process. They are also very collaborative. HEAT penned a great script, which allowed room for the skaters to put the dialogue into their own words, making the campaign feel authentic. The Malloys also did a super job capturing the natural charisma of these athletes—all the performances were spot-on and believable.”

Because The Malloys shot over five hours of footage, HEAT decided to repurpose the material for the web in the form of outtakes and 16 teasers between 10-to-30-seconds long. Edited by Bob Frisk, the additional footage can be seen at <http://www.ea.com/skate/>.

The Xbox 360 version of “skate” is due to be released on September 12th, 2007 in the United States and in Canada, and in Europe on September 14th, 2007. The PS3 version is to be released in the United States and Canada on September 24th, 2007, and in Europe on October 5th, 2007.

About Phoenix Editorial & Designs

Phoenix has been a mainstay in the San Francisco creative post-production and design 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, AKQA, and McCann. The company produces spots and HD design packages for Apple, Microsoft, Yahoo, PG&E, Palm, Toyota, HP, AT&T, Sega, and Sprite. For more information about Phoenix, contact executive producer Jonathan Hinman at (415) 394-7777 or visit www.phoenixedit.com.

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PRODUCTION CREDITS

Client: EA Games – “skate”

Titles: :60/:30 – “Hype”; :30 – “Lesson”; :30 – “Sponsor”

Airdate: 9/1/2007

Agency: Heat / San Francisco

CD: Steve Stone

AD: Anna Rowland

CW: Warren Cockrel

Producer: Kacey Hart

Production Company: HSI West Coast / Culver City, CA

Director: The Malloys

Shot: July 2-3, 2007 on 16mm film.

Executive Producer: Rebecca Skinner

Prod: William Green

Editorial & Design Company: Phoenix Editorial & Designs/San Francisco

Editor: Bob Frisk

EP: Jonathan Hinman

Producer: Chris Bunney

Motion Graphic Design: Bobby Van Dyke

Online Editor: John Crossley

Telecine: Stefan Sonnenfeld at Company3/LA

Audio Mix: Craig Helmholz at Crescendo/San Francisco