

**Phoenix Editorial & Designs Helps Ring in the “Season of Audi”**  
*Two-Spot Holiday Campaign Directed by Douglas Avery for Furlined via ad agency Venables, Bell & Partners Touts Audi as the Perfect Gift*

San Francisco, CA (November 29, 2007)—Phoenix Editorial & Designs has wrapped a series of holiday-themed TV spots for Audi via Venables, Bell & Partners. Edited by Bob Frisk, the :30 commercials position Audi as the ideal gift for a loved one this season. Directed by Douglas Avery of production company Furlined, the campaign airs nationally, with “The Gift” breaking November 12, while “Needles” airs November 14.

Said Eric Liebhauser, Associate Creative Director at Venables, Bell & Partners, “We at VB&P have something of a symbiotic relationship with Bob Frisk. When you head over to Frisk’s you feel like you’re climbing into the tree of trust. First and foremost, he’s an idea guy. He understands what you’re going for and he finds the cleanest way of telling the story. He also has an uncanny knack for delivering the cut that you didn’t know existed. In the editorial process, that’s a skill more valuable than Shiatsu.”

In the spot “The Gift,” vignettes of stylish thirty-somethings unwrap presents to reveal the hot gift this year: the road. Each beautifully wrapped box holds a chunk of asphalt inside, which elicits joyous bursts of emotion from the recipient. In the closing shot, a man runs out to the driveway and is ecstatic when he sees a car-sized piece of pavement, then drives off happily in his new Audi A6 sedan.

“Needles” opens on a remote snow-covered road lined in conifers. The camera lingers on the tire-tracked snow, which is littered with pine needles. Suddenly, a sleek silver Audi Q7 SUV zips by, leaving behind a trail of tree debris in its wake. In the closing shot, the automobile pulls up to a stately house decorated in holiday trimmings to reveal a Christmas tree tied to the car’s roof, its branches stripped bare by its speedy voyage.

The storyline in “The Gift” was very linear, so obtaining great performances from the actors was key. Said Bob Frisk, Editor, Phoenix Editorial & Designs, “Douglas Avery was really great in providing us with every imaginable shot we needed, with performances that ranged from little to big, and our job was adjusting the level so that Audi’s message was most effectively communicated.”

For the spot “Needles,” the story was all about the car and the Christmas tree pine needles. Phoenix Editorial & Designs visual effects artist Bobby Van Dyke

helped enhance the narrative by creating flurries of digitally created needles where there were none before. "This is my favorite kind of special effect because it doesn't distract; it simply helps tell the story," said Frisk.

"I've collaborated numerous times with Venables, Bell & Partners, and have always admired the agency's absolute dedication to producing the best creative possible," Frisk added. "This campaign was a great coming-together of a top-notch creative team, one of the best directors around, and witty and humorous boards that tell great little holiday stories."

### **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](http://www.phoenixedit.com).

### **Credits**

Client:	Audi
Spot Titles:	"Gift" :30 "Needles" :30
Airdate:	"Gift" - November 12, 2007 "Needles" - November 14, 2007
Advertising Agency:	Venables, Bell & Partners/San Francisco, CA
Creative Directors:	Paul Venables, Greg Bell
Associate Creative Director:	Eric Liebhauser
Dir. of Broadcast Production:	Craig Allen
Producer:	Tamsin Prigge
Art Director "Gift":	Brandon Sides
Art Director "Needles":	Greg Wyatt
Copywriter "Gift":	Eric Liebhauser
Copywriter "Needles":	Mary Hernandez
Account Manager:	Gabe Reilly
Production Company:	Furlined/Santa Monica, CA
Director:	Douglas Avery
Managing Director:	Diane McArter
EP Partner:	Matt Factor
Exec. Producer:	David Thorne

Head of Production:  
Producer:

Earl McDaniel  
Matt Caltabiano

Editorial Company:  
Editor:  
Executive Producer:  
Design Creative Director  
Motion Graphics Design:  
Visual Effects Artist:  
Online Editor:

Phoenix Editorial and Designs/San Francisco, CA  
Bob Frisk  
Jonathan Hinman  
Matt Silverman  
Bobby Van Dyke, Matt Silverman  
Bobby Van Dyke, John Crossley  
John Crossley

Telecine "Gift":  
Telecine "Needles":

Stefan Sonnenfeld at Company 3/Santa Monica, CA  
Dave Hussey at Company3/Santa Monica, CA

Sound Design:  
Music:  
Audio Mix:

740 Sound Design/Santa Monica, CA  
Elias Arts/Santa Monica, CA  
Joaby Deal at One Union/San Francisco, CA

###