

News & Features

Arsenal assists L.L. Bean with its holiday message, Tool creates online content for the salt of the earth, Janimation wraps a rockin' 2009 and Compulsive shows us a naked man who knows his fun and games. All this and more in our first newsletter of the decade!



L.A.-based special effects and finishing studio **Arsenal FX** recently lent its talents to a snow-themed spot, with its own take on holiday fun. "Snow Motion," for L.L. Bean via GSD&M, captures the beauty of a winter day as a family engages in sledding, snowball fights and more. The message of the spot is that that every moment counts, and so does every penny, something L.L. Bean understands as it provides rewards to its customers

during the holiday season. Work by Arsenal FX included secondary color correction and graphics placement, like the snow flake that falls slowly on a little girl's tongue. Agency credits at GSD&M go to Paul Golubovich, Dominick Walker, Karen Jacobs, Luke Sullivan, John Trahar and Shane Starr. **Malik Sayeed** directed the spot for **RSA**, and **Hal Honigsberg** handled editing out of **Chrome Editorial**. Arsenal credits go to Flame Artists **Mark Leiss** and **Joseph Grosso** and Producer **Ashley Hydrick**. Music was by **Beacon Street Studios**.



L.A based production company **Bandito Brothers** received multiple honors for its US Navy work at the third annual 'D Show,' which celebrates outstanding work done by the Detroit ad agencies and the local creative community at large. Created via **Campbell-Ewald/Detroit**, a campaign titled "Navy Athletes" took home the award for Integrated Branding, while the agency's US Navy account received the Ambassador Award, awarded for best marriage of creative content and context innovation. The spots from **Bandito Bros.** focus on individual members of the US Navy and how and why they train. "Ironman **David Goggins**" would run triathlons to test his limits, but now runs through a desert in his fatigues for training. "Ironman **Paul Tharpe**" swims in the middle of the ocean because he wants to stay ahead of the young guys. In the end, both sailors don't train to be athletes, they train for something more—the challenge of being in the US Navy. **Bandito Brothers** is currently deepening its connection with the Motor City via the newly launched **Bandito Garage**, a one-stop shop that re-defines the process of producing automotive-oriented content for commercials, running footage, branded entertainment and product placement, by servicing all of these needs under one roof.