



News & Press Releases

Date: Dec 6, 2007 at 4:38:10 pm

Subject: News: SOLdesignfx and Cutters Make Sears Wishbook Come True

(Chicago, Illinois--December 6, 2007) "It's the most frequently asked question, heard all around the world: 'What are you wishing for this holiday season?'" muses Chris Markos, Creative Director at **SOLdesignfx**. "So it's only natural for Sears to respond with a Wishbook presenting featured products and messages this holiday season."

The resulting series of spots, created via Y&R, open on a wide shot of the Sears Wishbook placed in a variety of exterior settings - a park, an urban plaza, a suburban street, etc. As the spots unfold, the book opens up into a live action scene - a person excitedly opening a gift - and their wish is granted.

From this celebration shot, the pages of the Wishbook flip along to a page with typography; the pages flip again taking us to product imagery. A series of products pop off the page with a multi-dimensional feel, before the book closes, revealing the end logo.

"This has been a totally cool project," says Markos of the twenty-five spot campaign. "We have worked closely with Y&R and the creative team has allowed us to develop the look and movement over the series of spots," says Markos.

SOLdesignfx created not only a CG Wishbook, but the environments as well. The exterior shots are actually virtual scenes crafted by SOL. This allowed for the the continued development of the art direction and flexibility in camera movement. "We were able to change camera moves in post because it was all a virtual world," adds Markos, "and we were able to have more freedom editorially because we weren't tied to in camera moves."

"Creating a virtual Wishbook world in which products pop out of the page and rotate in between page flips and marrying it with real-life reaction footage can be a real editorial challenge," says **Cutters'** Editor Jessica Simmon. "Cutters and Sol have collaborated brilliantly on this job...we have some fresh faces at SOL, comprising a very creative team that makes good decisions up front on design. Also, our workflow and the way we've constructed these spots has made it a cinch to back up and take a different creative route when needed."

Client: Sears Holding Corporation

Spot Titles: Sears Holiday Promo Campaign "Thanksgiving Saturday Sale" and "Tiered Event 11/8"

Agency: Y&R Chicago

SVP, Executive Creative Director: Ken Erke

Creative Director: Chris Hunter

Art Director: James Edin

Copywriter: Evan Thompson

SVP, Director of Production: Brian Smego

Producer: Addie Pampalone

Production Company: Believe Media/Hollywood

Director: Tryan George

Executive Producer: Liz Silver

Executive Producer(s): Luke Thornton, Mike Brady

Producer: Kendall Henry

Editorial: Cutters

Editor: Jessica Simmon

Assistant Editor: Charles Moore

Producer: Karen Vargas

Post/VFX: SOLdesignfx/Chicago

Creative Director: Chris Markos

3D Animation Director: Brian Bullock

Motion Graphics Designers: Chris Anderson, Sarah Cortese

Executive Producer: Neal Cohen

Music, Sound Design and Mix: Another Country/Chicago

Engineer: Ben Keller

Producer: Tim Kohn

Telecine: Filmworkers/Astro Lab/Chicago