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SOLdesignfx and Cutters Make Sears Wishbook Come True

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"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.