

Creative Monster Takes A 'Shot at Love'



Produced by the recently launched Creative Monster Productions, and created via Ayzenberg/CA, the new viral campaign for videogame WET from Bethesda Softworks manages to put a humorous spin on a dark and gritty offering. With its atmospheric intro, "Shot at Love" – the first of three virals – reflects the mayhem wrought by assassin Rubi, the game's protagonist. We move through the scene like detectives arriving moments too late. Rubi's victims lie scattered about the room. However, the mood unexpectedly lightens, as a man with a pipe through his chest breaks out in song. His mortally wounded companions follow suit, all of them belting out a musical declaration of love for the enigmatic girl who took their lives.

"Shot at Love," directed by Creative Monster's Jamie Sterba and featuring VFX by partner company Identity Studios, employs a distinct blend of campiness and (implied) violence that conveys the Tarantino-esque atmosphere of the game. The grainy look of the film adds to that mystique, feeling like stock footage from a B movie, long-hidden away in a vault somewhere. Fortunately for fans, that vault has been opened: the unconventional viral has clearly gone over well with gamers, who've voiced their appreciation on blogs and forums across the Web.

Credits: Client: Bethesda Softworks/WET?Spots Title(s): (WET) Shot At Love, Heartbreaker, Lovestruck?, First Air Date: August 2009 (Web), Agency: Ayzenberg?, Creative Director: Blake Firstman?, Agency Producer: Annie Hards?, Copywriter(s): Clark Crozer, Jack Collier, Production Company: Creative Monster, ?Director: Jamie Sterba, ?DP: Kevin Sarnoff?, EP(s): Scott Flor?, Producer: Theresa Marth, Post/Effects: Identity FX?VFX/Inferno Artist(s): Christian Severin (3D), Leo Vezzali (Compositing), ?EP(s): David Van Woert, Leo Vezzali, Editorial: Ayzenberg?, Editor: Chris Scheer, Telecine: Co3?Colorist: Santiago of Co3, Composer: Michael A. Cohen (ASCAP), Shoot Location: Downtown LA.