



## A shot at love

[VIRAL](#) [USA](#) September 29, 2009 07:05

Creative Monster Productions LOS ANGELES takes a 'Shot at Love' with a hot viral Campaign created via Ayzenberg/CA,



Creative Monster Productions Takes a 'Shot at Love' with a Hot WET Viral Campaign  
LOS ANGELES, CA, Produced by the newly 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.

: 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