



## **CG Wrigley's spot is hot & cold**

by **POST MAGAZINE** ([videos](#))

**0:15**

Eight VFX in Santa Monica, and directors Jean-Marc Demmer and Fred Hopp, recently produced a new, entirely-CG spot for Wrigley's. The commercial promotes Wrigley's Solstice 5 gum, which has a taste that starts off hot and finishes freezing cold. BBDO Toronto conceived the :15 spot. Eight VFX used 3DS Max, Fume FX, Nuke and Flame to execute the project. Ta2 Music provided the soundtrack. December 2009