



Eight VFX is on Fire and Ice for Wrigley's Solstice 5

Produced by Eight VFX and directed by Jean-Marc Demmer and Fred Hopp, the new, all-CG "Solstice 5" for Wrigley's conveys the "warm and cool winter" flavor with a playful show of extremes.

The collaboration between Eight VFX and BBDO Toronto turns the science of flavor-making into an event that is both explosive... and chilling.

"Building the Wrigley's world around the pack was an interesting experience," recalls Hopp.

"We started very early with CG, from concepts we developed with the agency.

We had a lot of fun figuring out how we would crystallize the flame, and I'm quite satisfied with what we came up with, which works really well with the framing the agency went for.

I think it's a really nice :15, a product shot that fits in very well with the impressive Wrigley's ad campaign we've seen in the past."