

COLORIBUS

adidas originals: House party

When they sit down to a "Poker Game," Kevin Garnett and Young Jeezy have already enjoyed a level of success that allows them to bet big. So, in this viral - one of 6 in a star-studded campaign directed by Wayne Holloway of RESTLESS via agency Sid Lee - Garnett goes all in, even putting his adidas originals in the pot. Jeezy follows suit - literally - hoping he can take the pot with 4 of a kind.



The internet campaign, a companion effort to a music video style piece helmed by Nima Nourizadeh of Partizan, was recently introduced with a piece that shows Russell Simmons on the phone inviting some of his A-List celebrity friends (Garnett, David Beckham, Missy Elliott, Run DMC, and others) to a "House Party" to celebrate the 60th year anniversary of adidas.

The party in question is the coming-together of stars, past and present, who've helped imprint the adidas brand over the years. The house itself was in Beverly Hills and with all this talent converging over a week's time to participate in the "party," Sid Lee saw a wonderful opportunity to capture the celebs interacting with each other and to craft some dialogue-driven viral films. "This type of collaborative, craft-as-you-go project fits Wayne's talents perfectly. It was exciting and felt very modern" said RESTLESS Co-Founder and Executive Producer Bryan Farhy.

Holloway and Kristian Manchester (Co-founder and CD at Sid Lee) developed 6 viral concepts for the shoot, to be rolled out in coming weeks. The internet films will also begin playing in adidas stores worldwide. Holloway not only got the stars to have fun, he elicited some extremely rare performances, including Simmons rapping "My Adidas." Simmons and Rick Rubin produced the song for Run DMC in 1986, contributing to an adidas craze that swept the nation; this marks the first time in, perhaps, 20 years, that Simmons has performed it.

Client: adidas originals
Spots Title(s): "House Party," "Poker Game"
First Air Date: 12/25/08

Agency: Sid Lee
Creative Director: Kristian Manchester
Agency Producer: Claudia Roy

Production Company: RESTLESS
Director: Wayne Holloway
DP: Kyle Brown/Chris Probst
EP(s): Bryan Farhy
Producer: Claudia Roy

Editorial: Sid Lee

Telecine: Riot
Colorist: Stephan Sonnenfeld
Post/Effects: Method

Music: Massive Music
Composer: Pilooski@Boogie Studio

Shoot Location: Beverly Hills, CA
Talent: Kevin Garnett, David Beckham,
Russell Simmons, Missy Elliott, Young
Jeezy, Katie Perry.