



## For 'Grown-Man Insurance,' Add Pigment to Ad Pitch

22-Jan-08



For Allstate, Cutters and Burrell, Chicago bleep the f-word with a carload of cool black guys. This is yet another one of Allstate's attempts to get its good hands gritty. See its biker boys, its Kasey Kahne ass-shot, and its dramatic swan dive.

You know, none of our friends have ever admonished us to "get some grown-man insurance."

Client: Allstate  
Spot Title: "Bleep"  
Air Date: January 7, 2008

Agency: Burrell/Chicago  
Chief Creative Officer: Lewis Williams  
AD: Winston Chueng  
Assoc. CD/CW: Terrence Burrell  
Executive Producer: Debbie Amsden

Production Company: GIRALDI  
Director: Bob Giraldi  
EP: Debbie Merlin  
Producer: JP Greaney

Editorial: **Cutters**  
Editor: Chris Claeys  
Asst. Editor: BJ Moore  
Producer: Patrick Casey

**Post/On-Line: SOLdesignfx**  
**Artist: Steve Wood**

Audio Post: Another Country  
Mixer: John Binder

Telecine: Filmworkers Club  
Colorist: Michael Mazur