



Keep Shocks Sharp; a Squirrel Has So Much to Live For

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Check your shocks. You'd hate to kill a squirrel, wouldn't you?

For client Monroe Shocks and Struts, Cramer-Krasselt is banking on it. Watch this web drama about a young squirrel with a bright future, nearly scraped on the roadside by a cruel and insensitive duff who has crappy shock absorbers. (This time, we're sure the star of the ad is a squirrel.)

Wait a sec. Wouldn't better shock absorbers make you *less* likely to notice the body rolling under your tires?

Credits:

Client: Monroe Shocks and Struts

Spot Title: "Acceptance"

Agency: Cramer-Krasselt/Milwaukee

Creative Director: Brian Ganther

Copywriter: Jason Ziehm

Art Director: Tony Maurer

Account Executive: Kelly Vogt, Justin Happel

Producer: Dinah Goris

Production Company: SOLdesignfx

Director: John Dingfield

DP: Max Miller

Editorial Company: Cutters
Editor: John Dingfield
Editorial Assistant: Charles Moore
Editorial Producer: Patrick Casey
Graphic Designer: Todd Whatley
Post Producer/Line Producer: Megan Maples

Sound Design: Another Country
Sound Designer: Ben Keller
Audio Producer: Tim Konn