



## Squirrels Cross Road in New Viral Campaign for Monroe Shocks and Struts

January 3rd, 2008

Monroe Shocks and Struts has launched a fully integrated campaign, Save the [Squirrels](#), created by Cramer-Krasselt, the third-largest independent [advertising agency](#) in the U.S. The campaign is built on the humorous premise of reminding consumers to check their shocks from the vantage point of road-crossing squirrels. The first in a pair of offbeat Web shorts centers on the world of static squirrel figurines. **Directed and edited by Cutters John Dingfield**, Acceptance brings viewers into a squirrel-eye view of the roads. With the tagline, Squirrels Make Bad Decisions, the spot gives consumers a unique reason to always be sure their shock absorbers are up to par: Squirrels that can be smart enough to get into college are also quite foolish when it comes to crossing the street.



### 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**