



Cramer-Krasselt For Monroe Shocks And Struts.

— 1/11/2008



Monroe Shocks and Struts has launched a fully integrated campaign, “Save the Squirrels,” created by Cramer-Krasselt (Milwaukee), 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.

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, Chicago

Director: John Dingfield

DP: Max Miller

Editorial Company: Cutters, Chicago

Editor: John Dingfield

Editorial Assistant: Chris Moore

Editorial Producer: Patrick Casey

Graphic Designer: Todd Whatley

Post Producer/Line Producer: Megan Maples

Sound Design: Another Country, Chicago

Sound Designer: Ben Keller

Audio Producer: Tim Konn



