

SpinInfo

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

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.