



Industry news and people moves

"Swear Jar" nabs 2008 commercial Emmy;
Oasis taps BBH to promote album; Juan Cabral relocates to Argentina; Effie Awards call for entries; People moves at 180 LA, The Viral Factory, The Mill; New signings for Harvest Films, Compulsive Pictures, Love

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The Viral Factory North America, which has offices in Santa Monica and London, has named Olivier Katz as president.

<http://usa.theviralfactory.com>

•"SWEAR JAR" NABS 2008 COMMERCIAL EMMY>

DDB, Chicago's bleep-heavy "Swear Jar" spot for Bud Light won the Emmy Award for "Outstanding Commercial" at the Academy of Television Arts & Sciences annual awards this past weekend, becoming the first web-only ad to claim the honor. The spot, which was directed by David Shane, premiered on Bud.tv last year and became a hit on both the viral video and advertising awards circuits. Check it out in the [screening room](#).

•OASIS TAPS BBH TO PROMOTE ALBUM>

To promote their forthcoming album Dig Out Your Soul, British rock band Oasis and record label Warner Music have teamed with ad agency BBH, New York for a campaign involving New York street musicians. On Sept. 12, Oasis [met with 20 buskers](#) from the Metropolitan Transit Authority's Music Underground New York (MUNY) program and taught them to play songs off the record. The musicians will now fan out across the city to perform the songs at subway stops and busy intersections. The campaign was created by BBH creatives Pelle and Calle Sjoenell, who will also produce a full-length documentary about the campaign to be directed by The Malloy Brothers. To follow the campaign's progress, click [here](#).