



Adland

Union & Resolution Break the Mold in New Jockey Ad

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Nearly naked is not the ideal way to make a run for it...but in this new ad for Jockey, directed by Marcus Nispel and edited by Jay Friedkin of Union, with VFX by resolution, a guy and girl have no other choice. The highly stylized spot imagines a futuristic way-station where people are moved assembly-line style through a chamber that eliminates their individuality and turns them into mindless clones. One man stands alone, stepping "Out of Line" with his girlfriend, and fighting for his right to express himself - and to don the underwear of his choice.



For Friedkin, the project is a continuation of his longtime association with Nispel and comes on the heels of a 4-spot Lifetime Fitness campaign with agency Periscope. "There was that degree of comfort and trust that always makes things go better in the edit," he notes. "Everybody feels free to explore ideas beyond the original boards to see how we can kick this thing up as many notches as possible in the transition from paper to film to final spot."

Friedkin added that, as the spot is a branding piece, the team was able to display a bit of attitude without being limited to showcasing the product. "How often can you make breasts grow without a medical degree, get a chuckle, and make a bit of social commentary at the same time?"

"The spot lets color say a lot about how these characters are perceived," says VFX Supervisor/Senior VFX artist Todd Iorio. "To that end, Marcus shot with very strong colors and gels. The resulting footage was very stylized and in telecine we took it even further, accenting the 'Ken and Barbie' look by giving them separate color passes. This can be a slippery slope, but in this case it led to a look that was very effective in the context of the spot." resolution also accentuated steam and smoke with CG and plates, and added light cues to drive home the factory feel of the spots.

