



Adland

Union Editorial sings Duh for Hyundai's Holiday ads

Posted December 3rd, 2007

Nick Lofting of Union Editorial brings his touch to the latest offering in Hyundai's "Duh" campaign, cutting this holiday-themed round of spots. Helmed by Happy, the spots showcase choral renditions of "O' Tannenbaum," "Winter Wonderland," and "Shchedryk" to drive home the obvious benefits of driving home in a Hyundai.



Client: Hyundai "Duh" Campaign
Spot Titles: "Duh O' Tannenbaum," "Duh Winter Wonderland," "Duh Shchedryk"

Air Date: November 23, 2007

Agency: Goodby Silverstein & Partners/San Francisco
Account Director: Chris Bruyere
Account Manager: Julie Triolo
Co-Chairman/Partner: Jeff Goodby
CD: Mark Wenneker
AD: Diko Daghlian
CW: Brian Ahern
Producer: David Fisher

Production Company: Smuggler/bicoastal
Director: Happy
Executive Producer(s): Patrick Milling Smith, Brian Carmody, Lisa Rich
Head of Production(s): Allison Kunzman, Laura Thoel
Producer: Suzanne Margrove

Editorial Company: Union Editorial/Los Angeles
Editor: Nick Lofting
Producer: Joe Ross
Executive Producer: Michael Raimondi

Telecine: Spy Post/San Francisco
Colortist: Chris Martin

Music: MUSIKVERGNUEGEN/Hollywood
Composer: Walter Worzowa
Producer: Michael Lozano

Audio Post: One Union/San Francisco

Mixer: Joaby Deal

Producer: Sara Wagner

Post/VFX: NTROPIC/Santa Monica

Flame Artist: Nate Robinson

Executive Producer: Dana Townsend

Producer: Kara Holmstrom