

News & Features

Global Member News

November 2007

Andrew Douglas of Anonymous Content recently provided a look into the NBA '08 -- even down to the tiniest detail that make the new game from PlayStation such a unique, in-your-face experience. The details of the real life NBA are emulated with painstaking precision, putting the viewer in the game and transforming them into more than just an observer. Conceived by TBWA\Chiat\Day, additional talents were provided by Anonymous EP Andy Traines and producer Paul Ure, The Mill CG supervisor Jaime O'Hara, Machine Head sound designer Johannes Hammers, and Company 3 colorist Stefan Sonnenfeld. Next! In this comical spot for Kellogg's **Nutri-Grain** via Leo Burnett/London, director Brad Silberling creates a world where a talking equine expresses his love for the healthy snack bar. A thoroughbred, complete with British accent, discusses the disdainful quality of the oats and grains his master so diligently feeds him. Also weighing in for Anonymous were EP Dave Morrison and producer Nadine Brown. **Union Editorial** lent the skills of cutter **Nick Lofting** while post house Riot provided special effects.