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Hyundai - Big Duh Holiday Sales Event commercial
December 2007



"Nothing says 'Happy Holidays' quite like the word 'Duh'. As in it's obvious. Like getting a great deal on a great car. Happy holi-duh."

Summary: A holiday-themed "Duh" commercial, with a "Duh" rendition of "Carol of the Bells".

Credits:

Agency: Goodby Silverstein & Partners, San Francisco

Creative Director: Mark Wenneker

Art Director: Diko Daghlian

Copywriter: Brian Ahern

Producer: David Fisher

Production Company: Smuggler, Bicoastal

Director: Happy

Executive Producers: Patrick Milling Smith, Brian Carmody, Lisa Rich

Heads of Production: Allison Kunzman, Laura Thoel

Producer: Suzanne Margrove

Editor: Nick Lofting @ Union Editorial, Los Angeles

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