

SHOOT[®]

SHOOT ONLINE

CREATIVE CREDITS

SPOTLETS January 30, 2004

Face The Music Fits For Playtex



CLIENT

Playtex.

PRODUCTION CO.

Kraftworks, New York.

Neil Kraft, director; Pascal Lebeque, DP; Maria Gallagher, producer. Shot at Broadway Stages, Long Island, City, N.Y., and on location in New York.

AGENCY

Kraftworks.

Neil Kraft, creative director; Justin Woo, art director; Julie Kucinski, copywriter; Maria Gallagher, producer.

EDITORIAL

Ohio Edit, New York.

Frank Snider, editor.

POST/VISUAL EFFECTS

Company 3, New York.

Tim Masick, Victor Mulholland and John Bonta, colorists.

Nice Shoes, New York.

Rich Schreck, conform/retouching.

Kraftworks.

Jory Hull, graphics artist.

AUDIO POST

Sound Lounge, New York.

Tom Jucarone, mixer.

MUSIC

Face The Music, New York.

Tony Shimkin, arranger; Adam Joseph, executive producer.

THE SPOT

"TGIF" features French model/actress Noemie Lenoir dancing to an arrangement of Sly & the Family Stone's 1970s hit "Thank You (Falettinme Be Mice Elf Agin)."

The :30 introduces Playtex's "Thank goodness it fits" line of half-size bras, and ends with the tag, "Half sizes too, for a more perfect fit."

Spot broke in November.