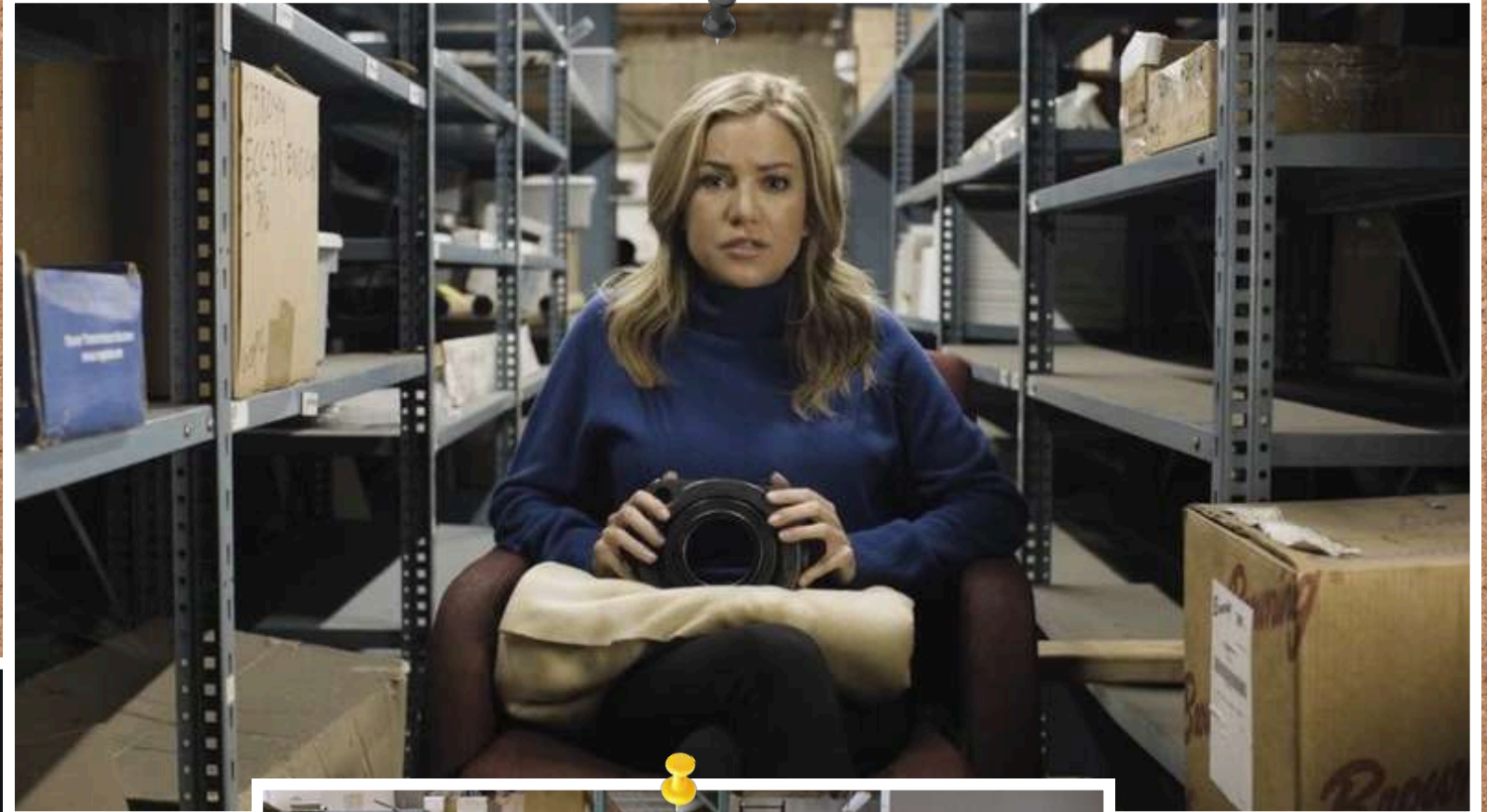


"Adopt a Part"

Remember those ads that used to come on at 1:30 in the morning, showing a sad dog and asking for money?

This "Adopt a Part" ad is like that.



(888) 671-2883



The dog's probably an overpaid actor.



One concern we had on set was that the subject matter of this ad might be too emotionally harrowing.



Establishing shot from scenic
LA. We ended up cutting this
from the ad.



Discussion on set.



She had a pillow on her lap because the part was kind of heavy.



We rented a \$100,000 camera for this shoot. We also got the lens that was used to film Rocky.

Not the same kind of lens, but the actual lens itself. We wanted our ad to have a gritty feel.