

"Bearing Diggers"

We wanted to riff on these horribly staged videos where a woman brushes off a man, then reconsiders after seeing him get into a Lamborghini. But then he always turns her down.

We wanted to do something like that, except instead of a fancy car he has a disgusting car.

But she's impressed by him being a bearing salesman so get into the car with him anyway and they drive off.





The car needed to be a nasty junker.

This is what it looks like in real life. Got some miles on it but still way too nice for what we had in mind.

Time for MRO VFX to swing into action!

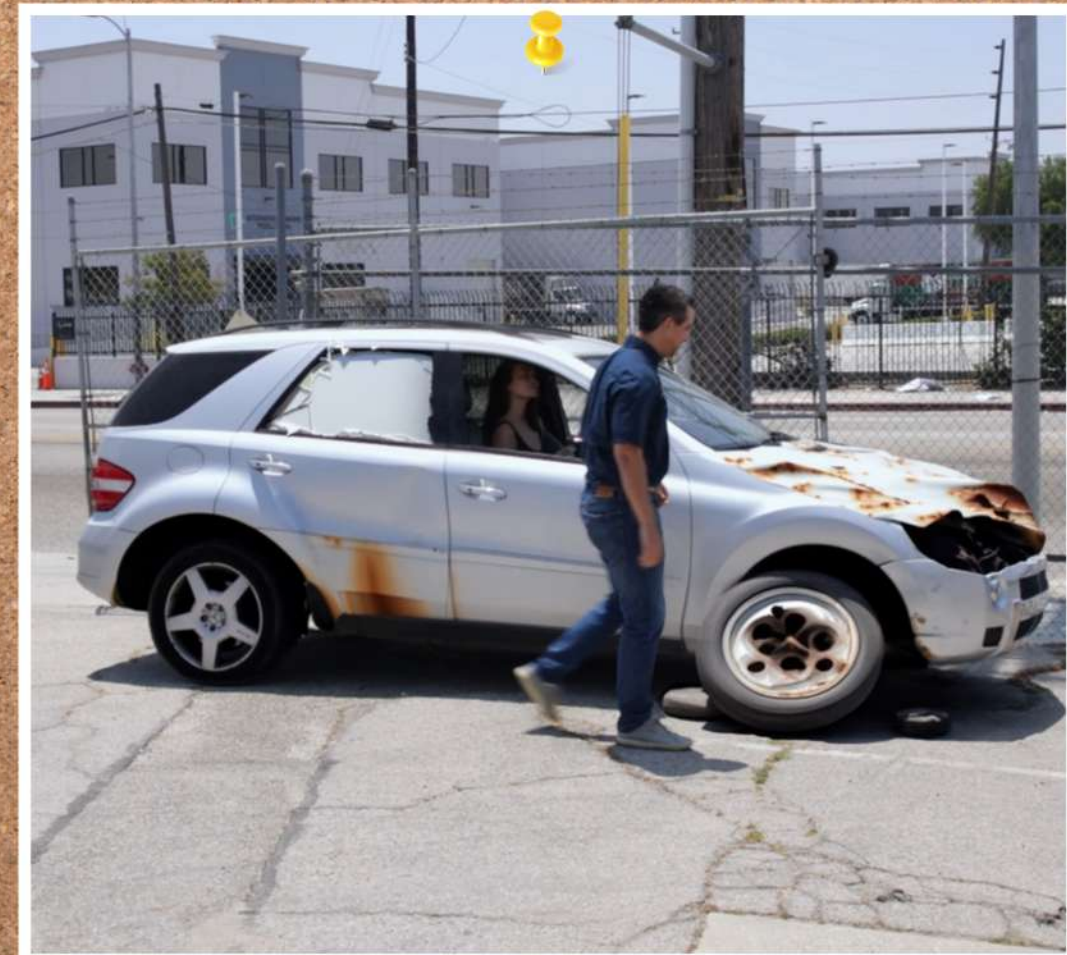
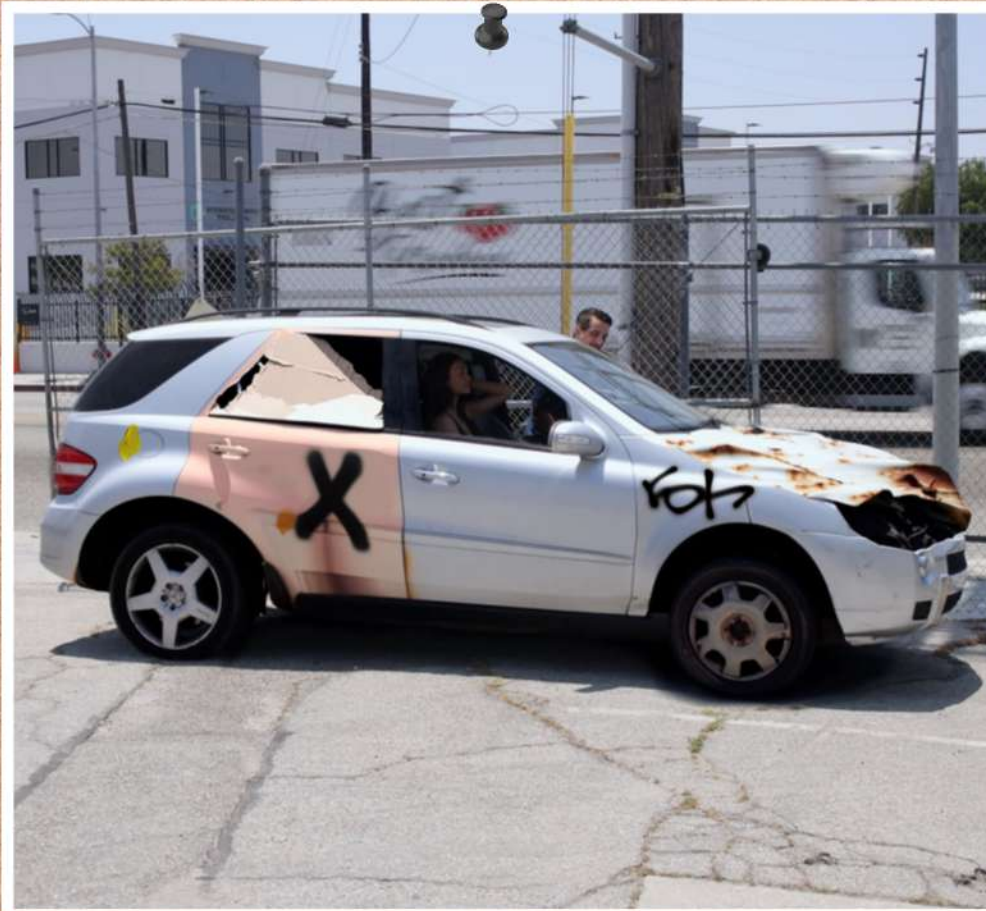
8

We hired two VFX guys and gave them the same instructions for making the car look bad.

This way, we'd have more options to choose from later, and thought it would be interesting to see what they came up with independently.

Also, if one of them didn't work out, we'd have the other going already, and wouldn't be back to square one.

(We hire a lot of people online for various jobs and reliability can be an issue. When people are late to deliver, we often hear about sick Grandmas and bad traffic.)



8

Early test images. These needed some refinement to be more realistic.

As it turns out, making a car look bad through VFX is a lot harder than just being a bad driver in real life.



Here are the finished versions side by side. One guy charged us about 3 times as much as the other, and took longer.

Which do you think is the "premium?" version?



The Actress

Her name is Tia. We hired her for an unrelated project and shot this video quickly while she was around already.

The Sound Effects

In the video, there are some gunshots in the distance and a police chase.

Also the car struggled to start and backfires.

We added these in post.