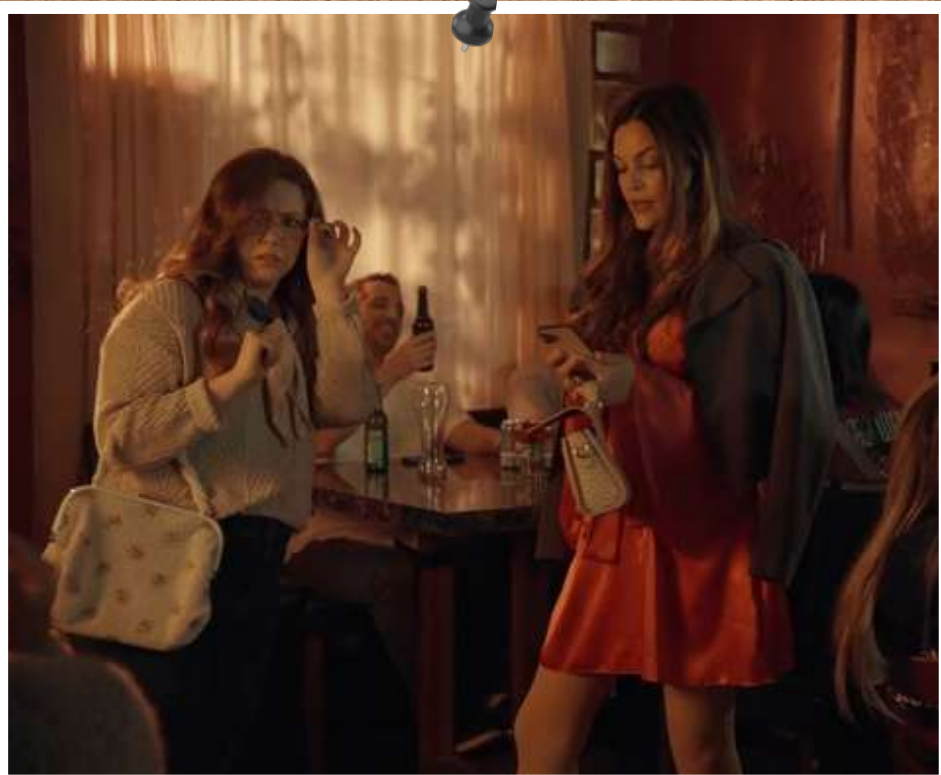




Behind the scenes - Vol 2

Here's a look into the creation of four more ads.

Filming took us from our own warehouse all the way to New Jersey and back.

In this volume, we pull back the curtain on our "Executive Producer" Matthew Menashe.

You might notice him in many of these ads.

He'll tell you it's a matter of "efficiency" but after the fifth time he had to be the leading man, we're starting to suspect he just really likes the lighting.



"V-Belt First Date"

We sell a lot of V-belts and thought it would be funny to make a series of ads where a V-Belt is the main character.

In this series, "Mr. V-Belt" just wears a tie and never speaks or moves on camera. But people talk to him like he's alive.



We filmed this on a set at Invisionate Studios in Burbank.

See those extras in the background? They only pretend to drink and speak.

They silently repeat the phrase, "applesauce, peas and watermelon" all day.

This way it looks like there's conversation in the background without making noise we'll have to edit out.

We add in other background noise later.

We went from day to night with the magic of set lighting.

The wine isn't wine either, but fruit juice.

That's a real V-belt and a real necktie, though.



Matt put himself in as an extra.

He wants you to know it was NOT an ego move.

Can you spot him?

"Get Your Bearings"

There's this add from the early 2000s about the horrors of downloading movies online. It's mockingly known as the "You wouldn't download a car" ad.

Anyhow, the jittery camera angles and nasty green color grading of the ad inspired us for Get Your Bearings.

It's about a guy who's lost in a warehouse.

This ad has been described, by at least one viewer, as an anxiety attack on film.



YOU WOULDN'T
STEAL A CAR



Top images: ours

Bottom images:
inspiration



In the ad, our protagonist gets buried by a bunch of falling boxes, before exploding out of them triumphantly in the end.

Maybe not the world's most extreme stunt but we still didn't want to hurt anybody.

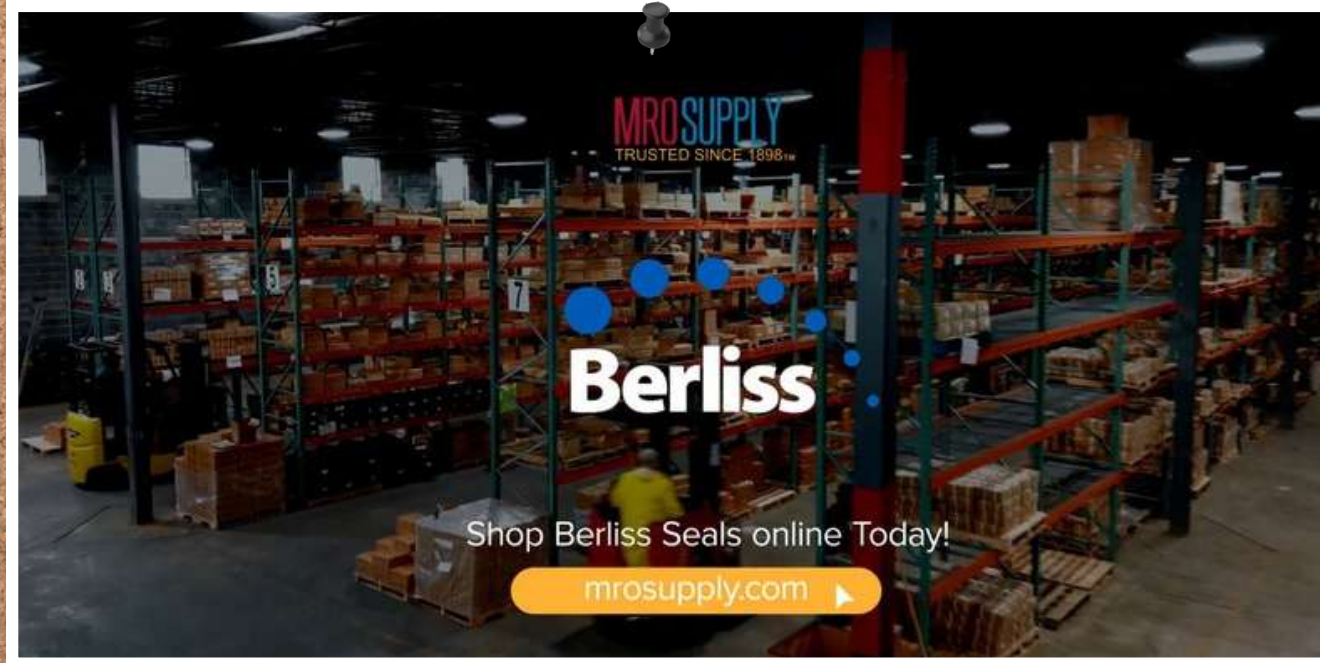
We used empty boxes and had most of them fall between him and the camera, with only a few falling on top of him.



"Berliss Bearings"

We shot this ad at the Berliss warehouse in New Jersey.

You can tell a lot about a company by how clean and organized they keep their warehouse and we must say, we were impressed!





Matt heroically stepped in front of the camera for this one.

It saved us the \$100 we'd otherwise have spent on a starving actor off Craigslist.



A Berliss employee played the character of "Seal Father Louie".

Matt offered to play this character, too, with a hat and a pair of glasses.

"Moline"

For Moline, we flew over to their warehouse in Batavia, Illinois to film.

We made an ad in English and another version in Spanish for them.

We also think the name "Batavia" is neat. It sounds like a planet in a sci-fi book or the home country of a vampire.





Once again, Matt happened to be the only one around to host the ad.

Did we mention Matt is also in charge of casting these things?



If you've seen the Spanish version of our ad, you'll know that Matt has a quick interview with this fellow.

The two of them talked for about five minutes and then their words were edited together into a different conversation.

Post-production magic.