

Behind the scenes - Vol 1

There's nothing like working with industrial parts all day to get you creatively inspired.

When we make ads, we don't just write a check to a production company. From the idea, to storyboarding, set design, hiring actors, filming and editing, we're involved.

So when you see an MRO ad, you're really seeing something with a lot of work and attention put into it.

Here's some behind the scenes stuff from commercials we've made.

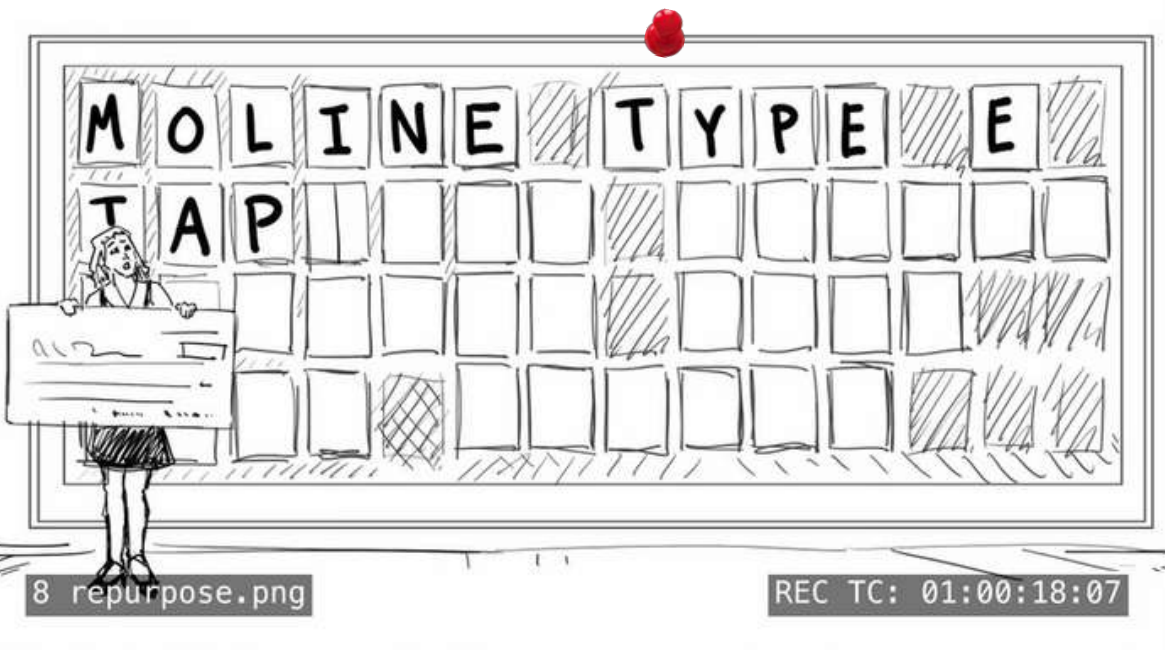
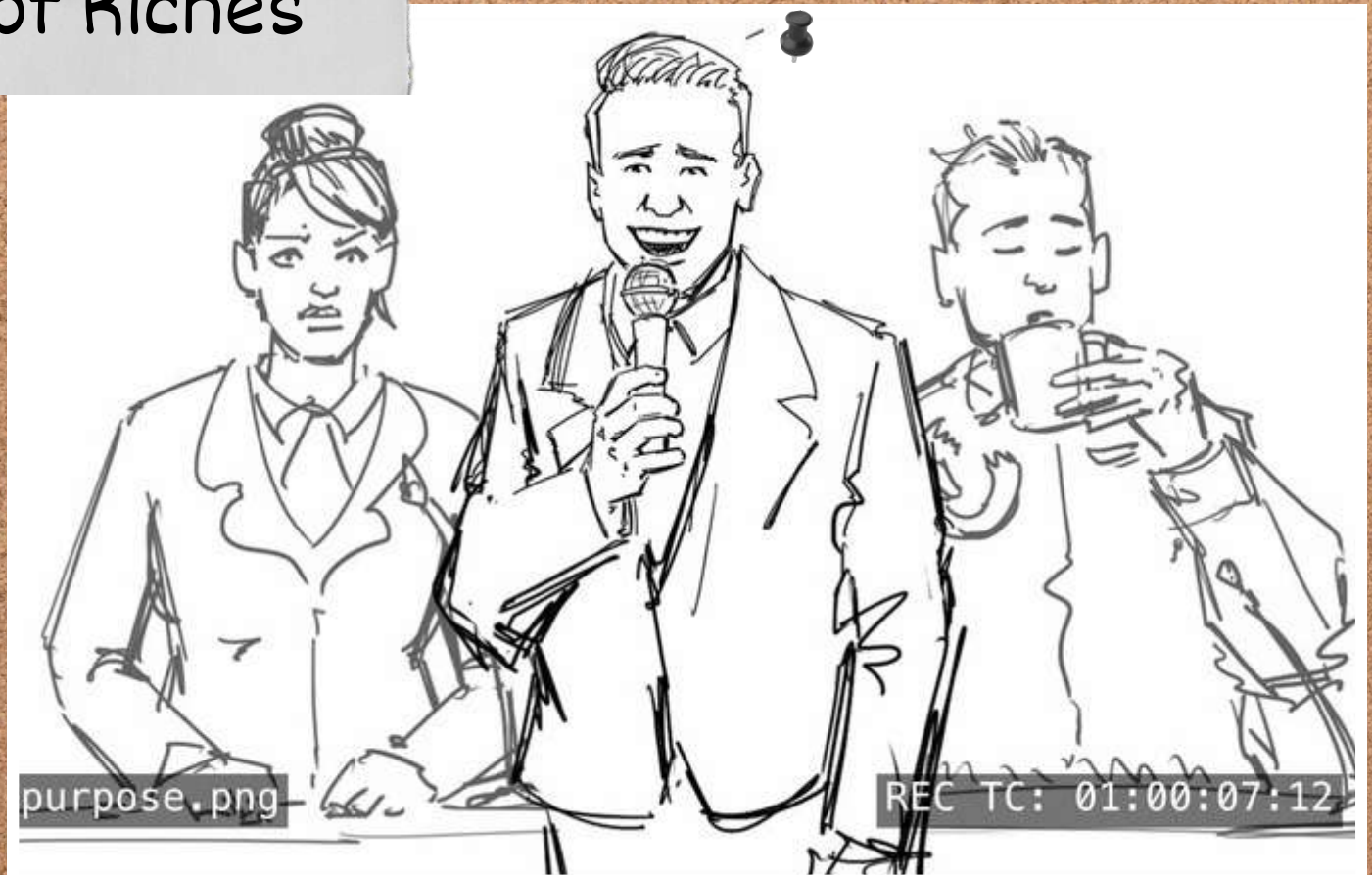


"Ring of Riches"

Every video starts with an idea. Then someone writes a script. But things really begin to take shape with the animatic, which is a video made out of storyboards and audio.

If something isn't right, it's way easier to change at this change, than once the actors arrive and the cameras start rolling.

If we like how things look in the animatic we move on to the next step of production.





We rented studio space in Van Nuys, California, and built out this set ourselves.

After filming we realized the host's voice didn't sound right in the audio, so we dubbed him over with a different voice.

If only all of life's problems could be solved that easily!



↑
Ed's our know-it-all MRO salesman

Her name is Kathy and she's originally from Gun Barrel City, TX.

She's in her 60s and told us she hasn't had work done but uses a copious amount of moisturizer instead.

Her Instagram is @ageisbeauty.

We had that giant check custom made.



"Engaged!"



This was a parody of the those jewelry ads where people lose their minds because "He went to Jared!"

In our version, he went to MRO to seal the deal.

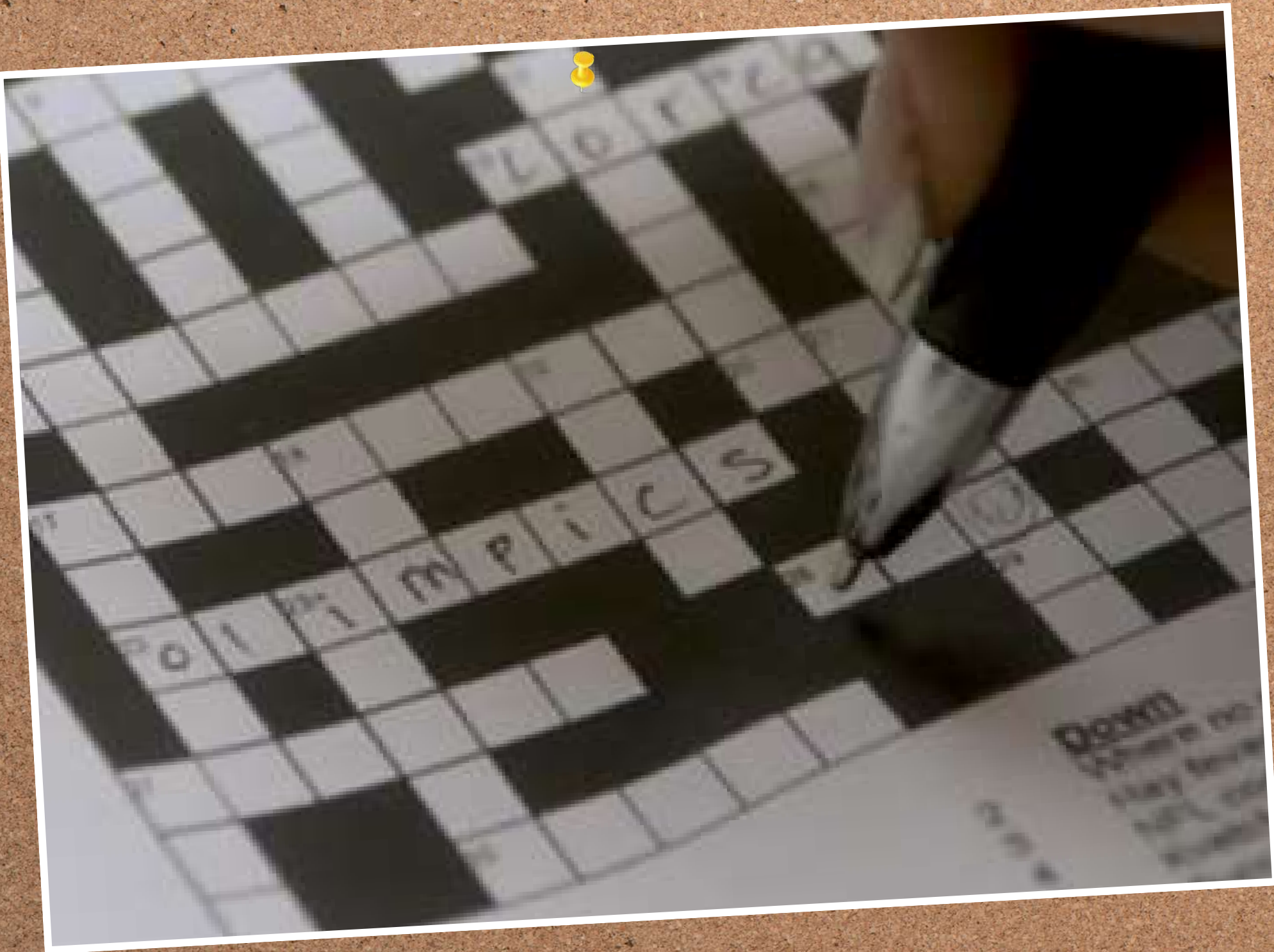


Can you tell from looking at this picture that we all woke up at 4:30AM, so we could start filming in time to get good natural light through the windows?

No?

Well, we did. And contributed extra to the national coffee consumption that day.





To this day, we're not sure whether she just didn't know how to spell "Olympics" or if somebody on set thought it would be funny and suggested spelling it wrong.

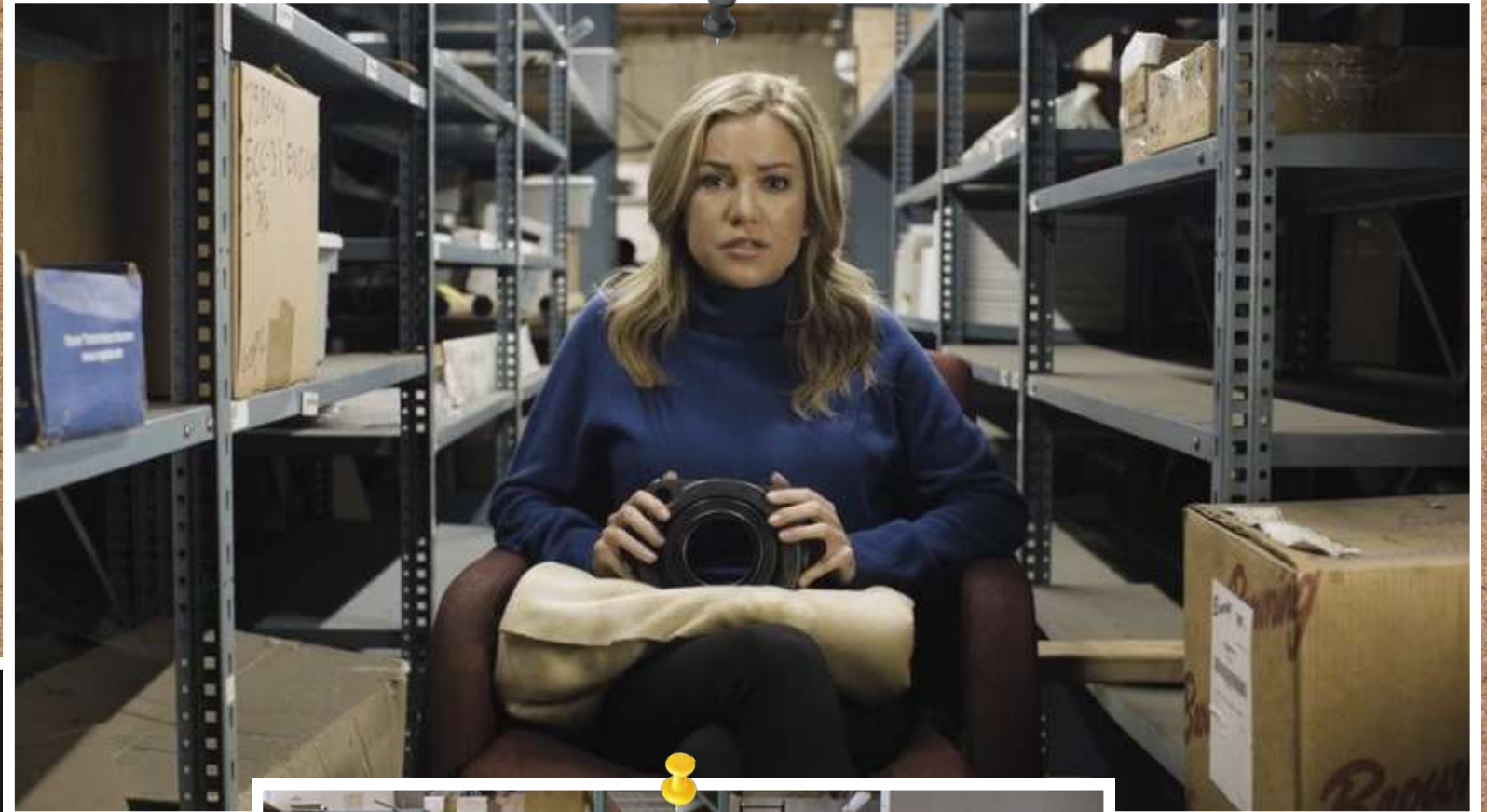
All we know is it wasn't in the script.



"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.

"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!



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.)



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.