

"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, the executive producer of this video, put himself in as an extra.

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

