



## **Chips Ahoy! – They Go Fast**

Loose Moose have produced the next commercial for Nabisco Chips Ahoy! Cookies They Go Fast campaign. Entitled 'Eulogy' (:15) it continues the successful theme of the 2007 campaign, where the commercials end with human hands unexpectedly grabbing the Cookie characters at the end of humorous scenarios.

Eulogy will be screened in cinemas from May 2<sup>nd</sup> 2008.

## **Eulogy**

Eulogy has a more serene setting with the commercial opening on a funeral parlour where a ceremony for Brent, a recently deceased Cookie, is taking place. A close friend is on stage paying tribute to Brent's life, but then has his own existence cut short as a hand plucks him from above. The other cookie present on stage has no choice but to step up and change the tribute from Brent to Lenny, the even more recently deceased Cookie. Understandably nervous, he steps forward and starts speaking, flicking constant anxious looks upward in anticipation until he is plucked from the funeral parlour by the giant hand. The commercial then cuts to the mnemonic with the tag line – 'They Go Fast'!

## **Producing Eulogy:**

Eulogy was one of the first 100% stop frame animated commercial Loose Moose has produced for a while. It has become common to mix CG backgrounds and effects with stop frame animation where as in Eulogy, everything was shot in-camera. This meant that post production was fairly straight forward. Just the usual de rigging of puppets and colour tweaking in telecine.

## **Credits**

<b>Agency:</b>	FCB New York
<b>Client:</b>	Kraft / Nabisco
<b>Airdate:</b>	April 2008
<b>Product:</b>	Chips Ahoy!
<b>Art Director:</b>	Howard Ronay
<b>Copy Writer:</b>	Gerald Cuesta
<b>Agency Producer:</b>	Paddy Giordano
<b>Production Company:</b>	Loose Moose
<b>Director / Animator:</b>	Ange Palethorpe
<b>Animator:</b>	Andy Joule
<b>Producer:</b>	Glenn Holberton
<b>Assistant Producer:</b>	Emma Burch
<b>CG Animators:</b>	John Shearlock Dave Loh
<b>Props, Sets &amp; Cookie Puppet</b>	by Artem
<b>Humanoid Puppets:</b>	MacKinnon and Saunders
<b>Studio:</b>	LM Riverside, London
<b>Post Production:</b>	Framestore-CFC, London
<b>Audio:</b>	Sound Lounge, New York, USA



### **About Chips Ahoy!**

Chips Ahoy! is a leading brand within the Nabisco cookie category of Kraft Foods (NYSE:KFT). Kraft Foods is the world's second-largest food and beverage company. For more than 100 years, we've been dedicated to helping people around the world eat and live better. Hundreds of millions of times a day, in more than 150 countries, consumers reach for their favorite Kraft brands including *Kraft* cheeses and dinners, *Jacobs*, *Gevalia* and *Maxwell House* coffees, *Oscar Mayer* meats, *DiGiorno* pizzas, *Oreo* cookies, *Ritz* and *Wheat Thins* crackers and chips, *Philadelphia* cream cheese, *Milka* and *Côte d'Or* chocolates, *Honey Bunches of Oats* cereals, *Good Seasons* salad dressings and *Tang* refreshment beverage. They've also started adding our *Tassimo* hot beverage system, *South Beach Diet* line and a growing range of better-for-you *Sensible Solution* products to their shopping baskets, continually expanding their list of Kraft favorites. For more information about Kraft Foods, please visit [www.kraft.com](http://www.kraft.com).

### **About Loose Moose**

Loose Moose is the animation studio behind the highly successful Apple Jacks, Pepsi Lipton Brisk, and Peperami and Quaker Oats commercials.

Director/Animator Ken Lidster and Producer Glenn Holberton formed Loose Moose in 1994. A year later they were joined by Director Ange Palethorpe, who had been at the National Film and Television School with Ken.

Mixing CGI and stop-frame animation with live action is a house specialty. The core of the company is a close knit group of twelve people, but with a very large pool of regular freelancers who come and work with us according to the various needs of the productions. Loose Moose facilities include film cameras with two motion control rigs and six Maya seats.