

# COMMERCIAL SPOTS

## ALL BRAN "HERE'S TO YOUR HEALTH"

MY ROLE: Art direction and character design - poster illustration

In a doctor's office in the wee hours, the viewer sees a Chart showing a translucent image of a healthy woman's body. With no one around, she extricates herself from the poster, walks into a kitchen and enjoys her bowl of All-Bran Buds. Satisfied, she returns to the office and her place on the poster. Clearly, refreshing herself with this nutritious food brings the image of a healthy body to life. "Here's to your health!" is the toast from Kellogg's.



## POP TARTS DANISH ROBOT WORKERS

MY ROLE: Art direction, character design, modeling, set up, particle effects, background design/animation and texture artist

We move through a vortex with energy particles streaming by as time freezes to reveal the innards of the Pop Tarts Pastry with a camera rotation. The particles and objects move toward an impending implosion. Camera cuts to pastry without icing as the sinister robot workers rise up. They "attack" the food with a fury of icing jets. The product breaks in half and a fruit explosion erupts from within.

# 2D/3D COMMERCIAL SPOTS

## CAPT'N CRUNCH TARZAN

*MY ROLE: Character design, animation, character set up*

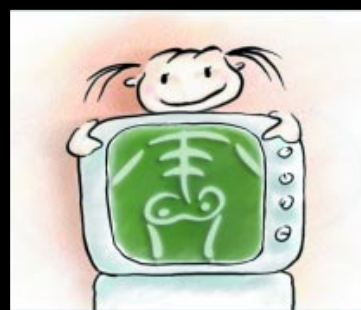
*Bob pretends to be his hero Tarzan, only to fall flat. His buds look on with bemusement. Cut to a window sill showing the Tarzan sun changing stickers available in Capt'n Crunch.*



## BAYGON/BAYER BUG SPRAY SPOTS

*MY ROLE: Character design, animation, character set up*

*Numerous humorous commercials completed for Bayer in the Latin America market.*



## C-1000-C VITAMIN C AND CALCIUM NUTRITION

*MY ROLE: Director, Art direction, character design, modeling, set up, effects animation, background design/animation and texture artist*

*Cycling "gittery" textures on animated 3/d geometry to give a stylistic interpretation of 2D animation look to a 3/d spot. The hand-drawn color-washed characters introduce the new vitamin in an entertaining, humorous and informative way by showing kids in various stages of play demonstrating the benefits of the product.*