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A SPEC SUICIDE-THEMED AD FOR TOYOTA'S PRIUS

And Other TV Spots of the Week

September 26, 2005

QwikFIND ID: AAQ93E

By [Hoag Levins](#)



Spec Suicide Ad

Marketer: An Unauthorized Production

Brand: Toyota Prius

Title: "Attempt/Rope"

Source: Theodore Melfi, Area 51 Films

This spot is not really a Toyota Prius commercial but rather a spec ad from Santa Monica's Area 51 Films and director Theodore Melfi. New York PR firm Juice is distributing the ad to the trade press as an example of Mr. Melfi's work. The spot was conceived by Craig Lederman (CW) and Brian Morgan (AD), both at Young & Rubicam, Irvine - although the spot was produced outside the agency.