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Convincing spec spot

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Synopsis: Resembling an ordinary FOX-like newscast, this spec spot pits a couple of politicians against one another to fight it out over the economy. But when one guest's comments are too technical for the others to grasp, he must resort to using a "Brady Bunch" analogy. Only then do we realize that this is a spot for TV Land. Director Theodore Melfi does give us an early – if subtle – hint, in the form of outrageous ticker items rolling across the bottom of the screen.



Production Company: Area 51 Films / Goldenlight Films
Director: Theodore Melfi
DP: Blaine Brown
EP: Phyllis Koenig and Preston Lee
Producer: Kim Quinn
Creative Director: Jim Landsbury
Art Director: Jim Landsbury
Copywriter: Jim Landsbury