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Member News From Around The World



Area 51 director [Theodore Melfi](#) teamed up with Marshall Advertising and client The Toll Roads to focus on effective uses of time. The spots, [Marriage Counseling](#) and [Parent-Teacher Conference](#) both feature couple meetings, but with only one mate in attendance as the other is stuck in traffic. The tag: Drive less and live more. [Phyllis Koenig](#) and [Preston Lee](#) EP'd for Area 51 while [Jolie Chitwood](#) produced. Editorial was handled by [Cut & Run](#) editor [Frank Effron](#) and colorists [Beau Leon](#) weighed in for [The Syndicate](#).



In this fast-pace spot promoting the Monday Night Football kickoff, the headliners of the kickoff event are showcased. Set to the Rolling Stones' *Rough Justice*, the spots, [Chiefs vs. Broncos](#), [Eagles vs. Falcons](#), and [Knock Out Entertainment](#) puts viewers in the driver's seat and takes them on a cross-country road trip, complete with NFL stars, fanfare and cheerleaders. Agency DCODE/New York called on [Stardust](#) director [PJ Richardson](#) and [Curious Pictures](#) to deliver the over-the-top commercials. Other Stardust talents included animators [Jake Banks](#), [Cary Janks](#) and [Doug Purver](#).



For a humorous Ad Council campaign designed to promote a nutritionally "Healthy America," McCann Erickson/New York turned to director [Renny Maslow](#) of [Smuggler](#) to lens the live action spots. The ads, *Birds*, *Grandpa* and *Bullseye*, feature everyday quirky moments that end with the tag: "Can your food do that? Eat, run, think, throw better." [Smuggler](#) weighed in with executive producer [Patrick Milling Smith](#) and producer [Paula Cohen](#). [Fluid](#) provided the skills of composer [Judson Crane](#) & sound designer [Fred Szymanski](#) while offline was handled by [Geoff Housell](#) of [Lost Planet](#).