

IDENTITY GOES GREEN FOR THE MARTIN AGENCY AND WALMART

In this major campaign geared towards the global green movement, **Identity Media** teamed up with **The Martin Agency** to help **Wal-Mart** showcase ways to reduce our carbon footprint



by making small adjustments to our everyday choices. The central focus of the campaign is how all 200 million Wal-Mart customers can collectively make a huge difference in this world by choosing environmentally friendly, organic products. The campaign features everyday people standing amidst the serene foliage of the great outdoors showcasing

green friendly products sold at Wal-Mart. Items such as a GE compact fluorescent light bulb, Sam's Choice Organic Coffee, or Silk Soy Milk could potentially make a huge difference if every customer committed to buying green. Identity **Executive Producer Joe Masi** weighed in on the effort, "This was a first for us, and we're looking forward to the opportunity to take this approach with future campaigns."

The production itself was kept green by taking proactive measures in order to decrease the negative impact that the actual filming had on the environment. Biodiesel generators, hybrid vehicles, composting trash, as well as using recycled products were just a few ways in which the campaign kept its eco-friendly profile. **Director**



Robert Leacock jumped at the chance to work on a campaign that took such a painstaking approach in order to practice what they were trying to preach. "The goal was not to sell a particular product, but to sell America on a concept. It's one thing to work on a project that spreads the message of environmental change, but to actually be involved in a production that kept our negative impact as low as possible was ultimately more rewarding than the usual job well done. Also, many production vehicles were hybrid Prius'. I loved this idea so much, I ordered one for myself a week after we wrapped."



"We tried to look at all of the places where unneeded waste occurs in production. Craft service had to use water coolers for water, and we carried large containers rather than individual ones for all other beverages. Additionally we used natural lighting where possible, to support the natural look

and save gallons of fuel from being burned. We utilized electronic production books to cut down on paper waste," noted Identity **Producer Bill Curren**. "The advertising wanted to appeal to the spirit of the American people, who realize that now is the time to act if we are going to preserve the future of our planet." More and more companies like Wal-Mart are jumping on board when it comes to offering green alternatives. These spots are meant to simply suggest that by collectively being a little more conscientious about the products we bring into our homes, the positive impact would be astounding.

The Creds:

Client: Wal-Mart

Spots Title: *CFL, Coffee, Silk*

Air Date: April 2008

Agency: The Martin Agency

SVP/ Creative Director: Joe Alexander

Senior Art Director: Ron Villacarillo

Senior Copywriter: Lee Remias

Agency Producer: Dan Kaplan

Assistant Producer: Kate Chirgotis

VP/Management Supervisor: Kevin Cronin

Account Supervisor: Jed Dutton

Account Executive: Caroline Denton

Prod Company: Identity**Director: Robert Leacock****EP: Joe Masi****Head of Production: Alana Hall****Producer: Bill Curren****Line Producer: Kevin Noonan**

Editorial: Cosmo Street

Editor: Tessa Davis

EP: Yvette Cobarrubias

About Identity:

In a world where sameness is on the rise, Identity wins by imprinting every project with a distinct level of visual sophistication and refreshing individuality. Leveraging a highly-sought after and talented directorial roster, Owner/EP Joe Masi has made his mark on award-winning work for Nintendo, Honda, Budweiser, 7UP, Tommy Hilfiger, Infiniti, and Gucci. The firm fosters and supports an environment where creativity can flourish. Headlining the visual-style genre, Identity's directors cover the complete range of storytelling and effects. Identity's directorial roster includes: Anthony Atanasio, Laurent Chanez, Pierluca de Carlo, Leo Kocking, Robert Leacock, and Jacques Steyn.



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