



RHINOFX'S SHARABANI HELMS CROSS PROMOTION FOR SUBWAY AND TOYOTA

Vico Sharabani of rhinofx, co-directed a recent :30 live action/effects spot, teaming up with co-director Alex Lamarque of Bully Pictures for Subway's new Scrabble promotion. In the promotion, Subway customers collect lettered game pieces to spell out sandwich-related words to win an array of prizes, including the Grand Prize giveaway of multiple Toyota Highlanders.



The spot opens on a Toyota hybrid zipping around the countryside, hugging the road, driving past the lens. After a series of shots emphasizing Toyota's style and design, the hills begin to rise and curl from several angles. Adding to the context, viewers can see the perfect surfer's curl reflected in the side view mirror. As the spot progresses, it feels like the hillside is actually chasing the car, while another piece of slope quickly rises in its path. Engulfing the car, the landscape transforms into Subway Scrabble wrapper, folding itself around the vehicle and guaranteeing Subway freshness and fun.



Vico notes, "It's a car commercial, and then it's not a car commercial. We had to treat the opening to mirror a cliché, with great running footage and car shots, but the spot had to be composed to tell a different story. It's not about the car after all. So many automotive spots incorporate effects, so that when the hills begin animating, it still looks like a car commercial. I loved the challenge of keeping the viewers attention, then surprising them. The tail truly wags the dog here. How we show the conceptual effects determined how we tell told story."



"Initially everyone focused on the effects, dismissing the car shots as running footage," continues rhinofx Managing Director, Rick Wagonheim. "Vico focused on the concept, wrapping a landscape around a driving vehicle, making certain the car look great so it felt like a car spot, and then suddenly surprising them. When Vico is setting the shot, selecting the angle,



and composing the shot, he approaches the lens knowing exactly what the shot will look like seven weeks later, whether he's shooting a car, an actor, an element or a landscape."

With a background as a Visual Effects Creative Director and Supervisor, Vico has a long track record of creative concept development, frequently collaborating with agencies and other directors before a project is green lighted. His recent credits include Cadillac, Mercedes-Benz, ESPN, and the Weinstein Company's feature film release, *The Nanny Diaries*. In addition to his technical skills, his approach to designing effects is conceptual and creative, always asking, 'How do the effects support the story?'

"Creating nature within a 3D environment involves a high level of complexity," notes Vico. "It's challenging to scale in CG while still maintaining credibility. We had to twist, curl, raise and fold the terrain, animating in a very unnatural way, while preserving the realistic details of the outdoors." To maintain realism, rhino artists incorporated the subtleties of changing light and shadow as the hills raise over the car, blocking the sun and showcasing the car's beauty. After all, it's a car spot that's not a car spot.

Creds:

Client: Subway
Spot Title: Landscape
Airdate: August 2008

Agency: MMB, Boston
President/CD: Fred Bertino
Partner/CD(s): Jamie Mambro, Jerry Cronin
AD: Jen Campbell
Copywriter: Collin Sheehan
Managing Director: Chad Caufield
Director of Broadcast: Sara Ventetuolo

Prod Co: Bully Pictures
Co-Director: Alex LaMarque
EP: Jason Forest
Producer: Kevin Sharpton

Post/Effects: rhinofx
Co-Director: Vico Sharabani
CG Supervisor: Yuval Levy
Lead TD: Ken Wesley
TD: Ivan Guerrero
3D Modeler: Bogdan Mihajlovic
3D Animator: Jordan Blit
Lead Lighter: Tom Bardwell
3D Lighter: Veronica Skogberg
2D Designer: Hili Tsarfati
Flame Composer: Micky Gorenstein
Editor: Catherine Benedek



Producer: Cara Buckley
Executive Producer/COO: Camille Geier
Managing Director: Rick Wagonheim

Telecine: Crosspoint
Colorist: Eric Anolin

About rhinofx

Since its launch in 2000, rhinofx has created award-winning visual effects, design, and animation for commercials, VFX for feature films, episodic television, webisodic mini-series, and videogame cinematics. The company's principals and artists have also led the industry's exploration into the boundless potential of branded digital content. By cultivating extensive relationships with key brands, advertising agencies, and film/TV studios, rhinofx utilizes its creative directors and artists to develop and execute powerful branded entertainment to build both identity and awareness. The company's principals include: CD/Director Vico Sharabani, CD/Director Harry Dorrington, CD/Director Arman Matin, CD/Director Natasha Saenko, COO Camille Geier, Managing Director Rick Wagonheim and CEO North America Zviah Eldar.



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