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SMOKE & MIRRORS AND SPIKE LEE GIVE US A REASON TO STAY UP LATE

The Brief:

How do you get the word out that BURGER KING® is staying open later? In the new spot for BK® directed by **Spike Lee** via **Crispin Porter + Bogusky** you appoint chart stomping rapper turned business mogul P-Diddy and "Tell 'em Diddy said BK® is open late." This simple announcement, which goes out over the evening news, unleashes a wave of late night pandemonium at BK® Restaurant's everywhere and proves, once again, that Diddy knows best.



From SMNY:

A chance to work with the legendary director Spike Lee and CP+B proved irresistible for us. As we started our work, the copy was still changing. Diddy and the CEO character required intricate head replacement to match the new script. Lead artist Dan Kelly worked some magic and the problem was solved in flame. VFX were also employed to widen the opening scene, as well as performing aesthetic clean-up throughout the spot. Lastly, we were asked to take one shot and rebuild it for web purposes. Diddy was rotoscoped and the entire background set rebuilt with Diddy repositioned center frame, where he belongs!



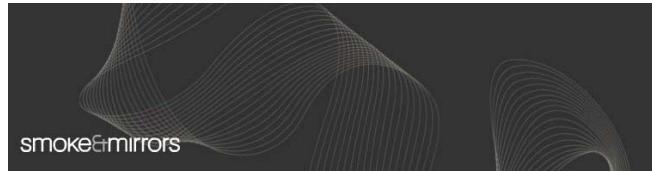
The Creds:

Client: Burger King Corporation
Spot Title: *CEO*
Air Date: July 2008

Agency: Crispin Porter + Bogusky
Partner/ECD: Rob Reilly
VP/CD: Bill Wright
VP/ACD: Tiffany Kosel
ACD(s): Ryan Kutscher, Paul Caiozzo
VP/Dir Integrated Production: David Rolfe
VP/GEP: Matt Bonin
Sr. Integrated Producer: Amanda Ormerod

Prod Company: Saville Productions
Director: Spike Lee





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DP: Matthew J. Libatique
EP: Rupert Maconick
Head of Production: Michelle Travinski
Producer: Shannon Lords

Post/Effects: Smoke & Mirrors, NY
CD: Sean Broughton
Flame Artist(s): Daniel J. Kelly, Philip Akka
Assistant Flame Artist: Stephanie Issacson
Managing Dir: Jo Morgan
EP: Celest Gilbert
Sr. Producer: Melissa Ferrara
AP: Barbara Kontarovich

Editorial: Cosmo Street
Editor: Lawrence Young
Assistant Editor: Sari Resnick
Producer: Amy Febinger

Audio Post: Sound Lounge
Mixer(s): Eric Warzecha, Glen Landrum

Music: Beacon Street Studios

About Smoke & Mirrors

New York and London-based design, animation and VFX studio, Smoke & Mirrors was founded by Creative Director/VFX Artist Sean Broughton (NY), Penny Verbe (UK) and Mark Wildig (UK). A creative and artist-driven company synonymous with vision and originality since its inception, Smoke & Mirrors has consistently succeeded because of its collaborative approach and ability to build lasting creative relationships with directors, producers, agencies and clients alike.

Production in the New York office is lead by Managing Director Jo Morgan and Executive Producer Celest Gilbert. Diverse projects range from work on the Harry Potter and Bond film series, to commercials campaigns for Mercedes, Miller Lite and Sirius. Recent music vid clips include Feist's *1 2 3 4*, and *I feel It All*. Each office is fully networked together with complementary systems allowing the companies to share resources, expanding local capacity. Close involvement with hardware and software manufacturers and developers has kept Smoke & Mirrors at the forefront of innovation and technology.



For additional information, please contact: xtrainfo@trustcollective.com