



Ahab Quattro 'Ahab' by Daniel Kleinman

Daniel Kleinman, Rattling Stick and Epoch Films, collaborated with the San Francisco based agency Venables Bell & Partners to revive the legendary struggle between Moby Dick and his tortured nemesis 'Captain Ahab' in this 60" spot released on the 14th January for the Superbowl commercial breaks.

The spot, shot on location in Alaska, sees the whale replaced by the Audi Quattro and Ahab by a snow patrolman, played by David Florek. The tormented protagonist waits in vain for the day he can hook a stranded Audi yet every time he comes close, the white beast seems to mock him; disappearing into the snow and blizzards.

Production Company: Rattling Stick/ Epoch Films

Director: Daniel Kleinman

Executive Producer: Lisa Margulis

Producer: Johnnie Frankel / Jennifer Barrons

Director of Photography: Toby Irwin

Editing Company: Cut & Run, LA

Editor: Steve Gandolfi

Sound Design: 740 Sound Design

VFX: The Mill, LA

VFX Producer: Adam Reeb

VFX Flame Op: Gareth Parr

Client: Audi

Agency: Venables Bell & Partners

Executive Creative Director: Paul Venables

Executive Creative Director: Will McGinness

Creative Director: Tyler Hampton

Creative Director: Erich Pfeifer

Art Director: Matt Miller

Copywriter: Matt Keats

Agency Producer: Joyce Chen