



**SHINE UNITED**



**CREATIVE WORK RELEASE**

CLIENT: WISCONSIN CHEESE | DATE: 05.17.12

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# Shine United Launches New Site for Wisconsin Cheese.

## CheeseCupid.com Features Ten Short Films of Love, Life and Cheese.

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**CHALLENGE:** When did pairing a tasty cheese with a delicious beverage become something that was reserved for tuxedo-laden occasions? Who says cheddar and zinfandel may only make appearances during seasonal festivities? Why can't Swiss and chardonnay simply play host to the average Wednesday? Unfortunately, when it comes to pairing cheese and drink, few people think beyond holidays and family gatherings. It was with this in mind that Shine United saw an opportunity to change perceptions of pairing cheese and libation—from formal affair to everyday celebration.

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**SOLUTION:** Shine recently added Cheese Cupid Cinema to the already popular CheeseCupid.com web property. The new site contains ten movies, each under a minute in length, that highlight comedic triumphs in everyday life and then celebrate them properly with cheese and drink.

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**WORK:** A major addition to CheeseCupid.com, Wisconsin Cheese's official cheese and beverage pairing site, these ten bite-size films present a lighthearted look at love, life and cheese. Highlighting the videos is the voicework of one of Hollywood's most recognizable celebrities—who also happens to be the voice of CheeseAndBurger.com. Add to that the intuitive video navigation and visitors are kept engaged and intrigued—while social network integration inspires video interaction and sharing.

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**BRAG:** "In today's drama-filled world of un-reality TV, we thought it refreshing to honor the little things in life that really do make us happy—things like having a good hair day or hitting the perfectly timed green light," says Mike Kriefski, executive creative director at Shine United. "Sometimes life's simple occasions deserve a reward of their own—like partaking in your favorite libation along with a little Wisconsin Cheese."





VISIT SITE: [CheeseCupid.com](http://CheeseCupid.com)



CINEMA HOME PAGE ON MONITOR [-> Download Zipped Images](#)

## SHINE UNITED

**CLIENT:** Wisconsin Cheese

**MEDIUM:** Website

**EXEC CREATIVE DIRECTOR:** Mike Kriefski

**GROUP CREATIVE DIRECTOR:** John Krull

**DESIGNER:** Scott Welter

**COPYWRITER:** James Breen

**ACCOUNT SUPERVISOR:** Jim Jelak

**INTERACTIVE DIRECTOR:** Nick Newlin

**DEVELOPER:** Jeff Szpak

**LEAD PROGRAMMER:** Jason Sterken

**PRODUCTION COMPANY:** ProVideo

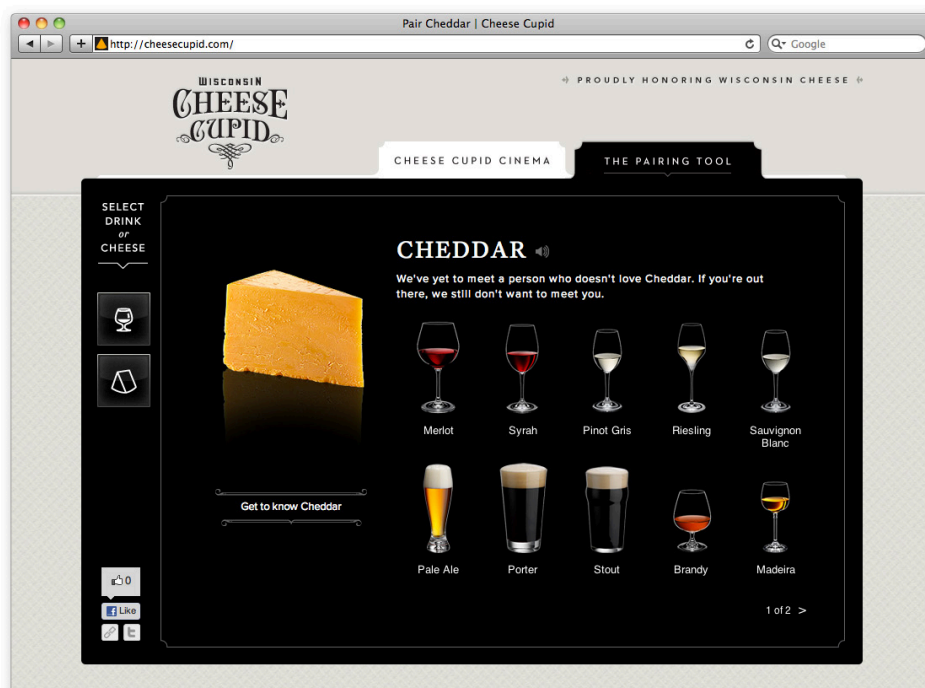
**DIRECTOR:** Mike George / Mike Kriefski



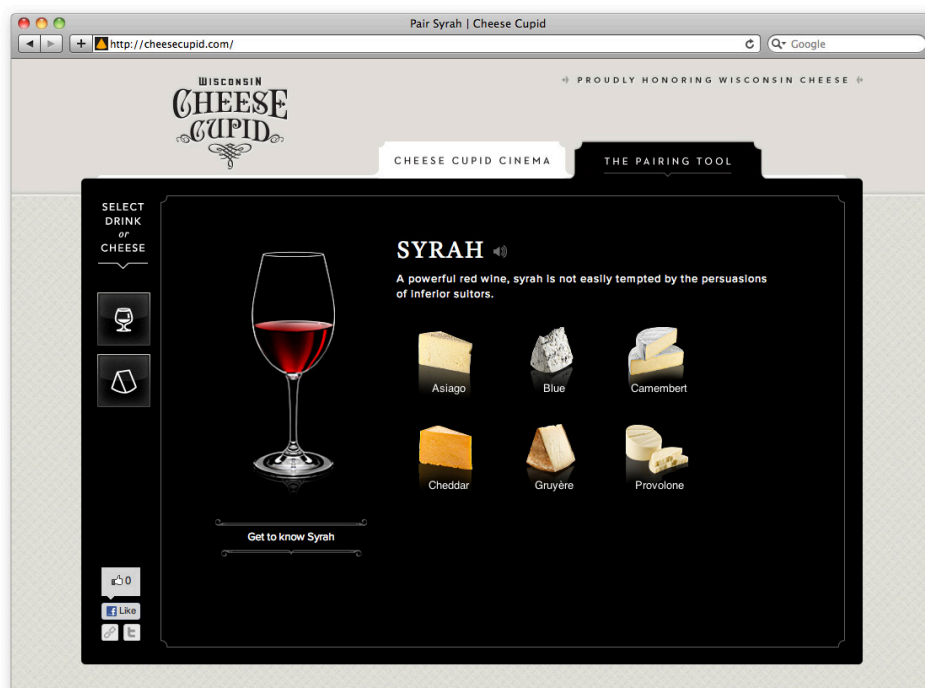
VISIT SITE: [CheeseCupid.com](http://CheeseCupid.com)



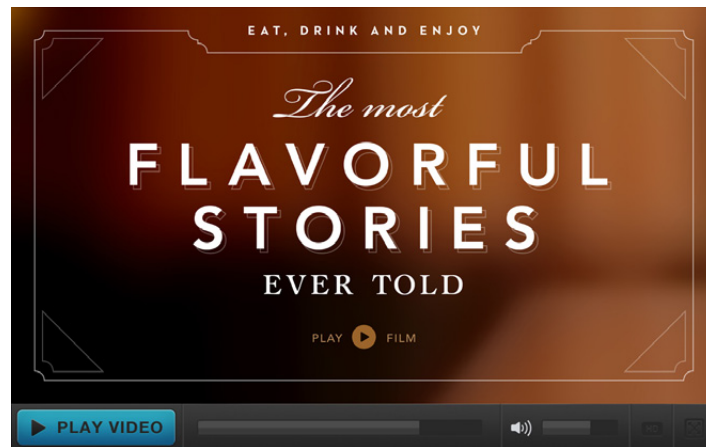
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