

## **BENT - OATMEAL CRISP 'EVOLUTION OF ONE UPMANSHIP'**

Oatmeal Crisp's evolutionary 'One Upmanship' story is brought to life through a beautifully rendered combination of 2D, stop motion and computer animation.

Bent director Solomon Burbridge wanted this ultimate celebration of masculinity to play out as a grand sweeping montage similar to classic march-through-time newsreels but with a modern and design savvy audience in mind. 'I wanted this commercial to feel epic and impressive but also have time to be a little bit goofy and nuanced,' says Burbridge.

The piece delivers on all fronts, combining beautifully inspirational settings with well timed physical comedy.

'Everything in this comically inspirational spot is handmade and artisan, from the drawn animation to the miniature sets. With the characters, we looked to capture a combined sense of dignity and quirkiness,' explains Burbridge. 'It was important to us that the commercial didn't feel too machismo, while still encompassing the theme of the campaign. To harness this outlook we approached the notion of 'One Upmanship' as a respected code of conduct between men, much like 'Sportsmanship.' This perspective became the foundation for the tone we set in the piece.'

Using a multi technique approach was important to Solomon because he could use the strengths of each animation type to make the design and story stronger. Solomon explains, 'I wanted to use miniature sets to highlight depth and texture. Setting the characters amongst sweeping vistas and dramatically lit tableaus supported the grand aspirational tone and also happens to have a lot of built in charm,' he explains. 'With the 2D animation, we get nuanced facial expressions and the option to play with volume and form. The CG food highlighted the taste appeal of our brand but also gave us a place to 'one up' the animation by adding this new dimension to the final scene.'

### **WE TRANSFER DOWNLOAD LINK:**

<http://we.tl/EsDRLarYcV>

This link contains:

- TVC
- Behind The Scenes (BTS) - 3min Film
- TVC Stills
- BTS Stills

## **SIMAIN**

[https://reel.io/\\_tRQfQ](https://reel.io/_tRQfQ)

This link contains:

- TVC
- Behind The Scenes (BTS)

## **CAMPAIGN CREDITS**

### **Agency: Cossette (Toronto)**

Heather Moshian

Producer

Sean Barlow

Creative Director

Paul Riss

Creative

### **Production Company: Bent Image Lab**

Sol Burbridge

Director

Paul Diener

Producer

Stephen Grossman

Production Coordinator

Brent Heise

Editor

Cameron Carson

Compositor

Stef Kofman

Lead CG TD

Kaden Cook

Modeler

Josh Cox

Look Develop CG Artist

Greg Fosmire

Art Director

Damien Lopez

Storyboard Artist

Danny Popovici

Storyboard Artist

Dave Manuel

Illustrator

Brett Superstar

Set Fabricator

Maryanna Haggatt

Character Designer

Jennifer Kincade

Concept Artist

Sam Niemann

Animation Director

Christine Beard

Asst Animator

Danny Ricco

Asst Animator

Cassandra Worthington

Animator

Joshua Pearce

Set Fabricator

Marty Easterday

Set Animator &  
Fabricator

Jim Birkett

Director of Photography

Rodrigo Melgarejo

Asst Camera

Matthew Lask

Production Assistant