

ADWEEK

BEST SPOTS



Etch-a-Sketch "Boy/Book/Rain":30

Lou Beres & Associates/Chicago

The black-and-white film and charming music track remind us of simpler times before high-tech video games.

"A better day is just an etch away."

Creative Credits

CD/Copywriter/Producer: Andy Madorsky

Art Directors: Geraldo Rivera, Gina Olszowski

Production Company: Synthetic Pictures/Austin, TX

Director: Justin Corsbie

Director of Photography: Jim Shelton

Editor: Eric Fey/Avenue, Chicago

Music/Sound Design: Brad Colerick/DeepMix, Hollywood

Principal Talent: Dante Day

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