

# LEWIS LAZARE

llazare@suntimes.com

## Beres' ads draw charming conclusion

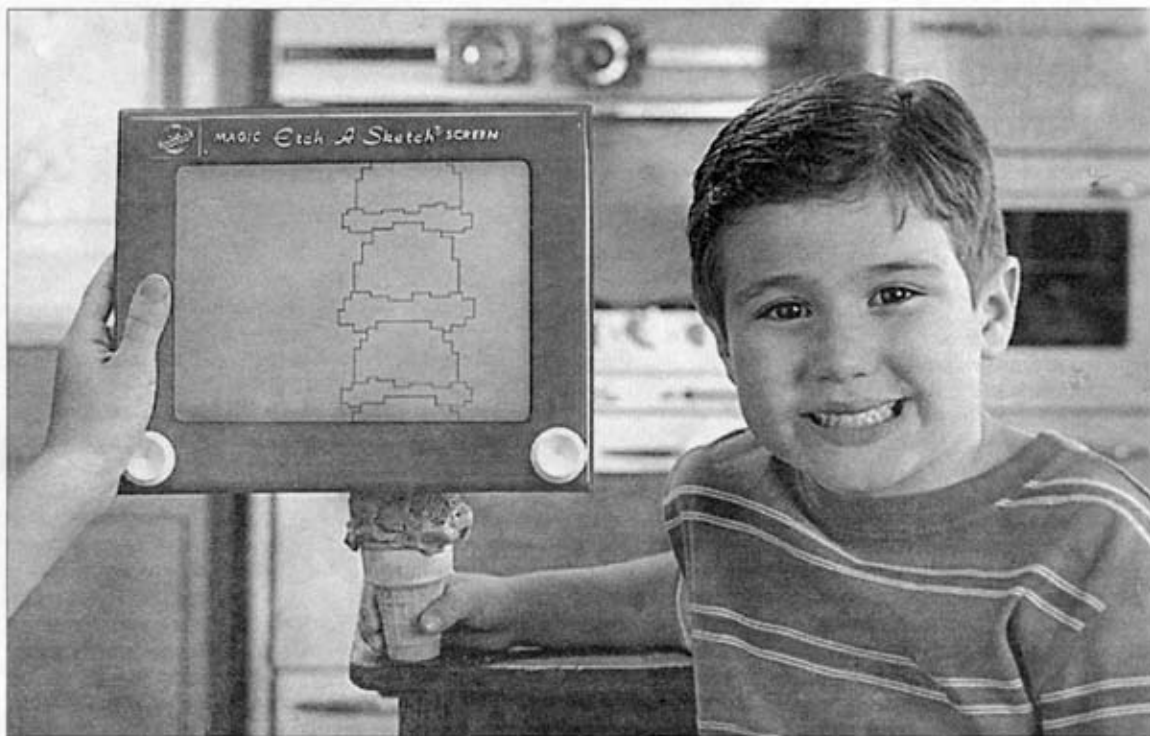
### Etch A Sketch spots celebrate a kids classic

**L**ou Beres & Associates/Chicago is celebrating its 25th anniversary this year with the launch of a charming new campaign for one of its oldest and most familiar clients — the kids drawing toy known as Etch A Sketch.

Every year hundreds — if not thousands — of gimmicky new playthings are introduced in the marketplace. And the vast majority of them disappear in a very short period of time. But the seemingly timeless Etch A Sketch from Ohio Art Co. has been around since 1960, and some 100 million units have been sold so far.

Etch A Sketch has established itself in a rapidly changing toy marketplace. Which is probably why the Lou Beres shop thought it didn't have to scream at children or their parents to communicate the simple joys that Etch A Sketch provides in a new television ad campaign with the tag line "A Better Day Is Just an Etch Away."

Each of two new spots, shot mostly in nostalgic black and white, show a series of images that



might not be all that delightful from the perspective of a kid. But as we take in each image, a bright red-framed Etch A Sketch suddenly slides into view with a sketch of a much more appealing, and sometimes rather amusing, image.

For instance, an image of a stack of forbidding-looking school books

is re-envisioned as a comic book in the drawing we see on the Etch A Sketch. And a shot of a garden-variety tree suddenly becomes more exciting with the addition of an inner tube hanging from it, thanks to the magic of Etch A Sketch.

Both television spots are enhanced considerably by the sim-

ple, catchily melodic musical underscoring. The music doesn't overwhelm the commercials, but it does greatly help communicate — in an infectious fun and bouncy way — the enduring pleasures of Etch A Sketch.