



WILD CANARY



Kommersials for Kids.

Kid. A division of Wild Canary Media

DOLLS, DOLLS, MORE DOLLS, AND SNOW!

Phew! What a busy season we've had in our doll department. They were talking, head changing, sledding and driving! MGA entrusted us once again to show off their great new products for the Fall 2010 season. Director Lori Precious, one stage, three cameras, lots of snow and a very productive shoot ensued! Within weeks they're on air and performing nicely.

MOXIE GIRLZ WINTER

What a blast! We built a snowy, sparkly, Winter Wonderland worthy of the most fashionable girlz on the slopes. Moxie Boyz carried the skis (duh!) while the fabulous Moxie Girlz drove their cute new car to the mountain. Falling snow from the Moxie Girlz cabin was shot slo-mo for that extra touch of magic, and nothing short of an army of talented hand models brought all the characters to life. Director Lori Precious co-ordinated all the action with one eye on sparkles and snow, the other on characters and features, a truly award winning performance!



Click on image to view spot.



Click on image to view spot.

BRATZ TALKIN'

We've always wanted to talk to the Bratz (you know they've got plenty to say!) and this season we finally got our chance. So, how do you communicate a real conversation between a doll and a girl in :30 or less? - This spot was creatively directed in a movie style with over the shoulder sequences that put the characters and the girls in the same world, sharing thoughts and ideas. Lori, together with copywriter Norma Grove, created real conversations, space for animated Bratz to be added in post-production, and an engaging new way of shooting dolls. That's what I'm talkin' about!

MOXIE GIRLZ HEAD GAMEZ

One doll, three heads, and a brief for just a :15 spot. Simple...fun...stylish...communication that works! Any questions? Really, when you have a product with such a strong feature, milk it! The endless combinations and design possibilities for the girls are amazing, so SHOW them, & they'll respond. We did, ending up with what we think might be the hardest working little :15 of the season. All dolls, all the time!



Click on image to view spot.



Click on image to view spot.

MOXIE GIRLZ MAGIC HAIR

Stamp and Style. Dolls, girls, hair, color, stamping. Attention to detail is a must, fun and sparkles abound! The trick with these time-consuming, hair design doll shoots is to make sure you've always got the next batch ready, and something else going on. We maximized our shoot efficiency with 3 cameras and 2 or 3 set-ups on one large stage always in play. The result was a wealth of great footage which produced countless :30s, :20s, :15s, alternate cuts and additional material. Keep it moving people!

Contact our Marketing Director, Karen Dixon...
kdixon@wildcanary.com
www.wckid.com
C: 310.386.8082 / O: 818.953.9600

4111 W. Alameda Ave. :: Suite 401 :: Burbank, CA 91505 :: 818.953.9600 :: info@wildcanary.com

SALES WEST

FinnSaxon
Rachel Finn 310.317.4449
saxonca@pacbell.net
Mary Saxon 415.398.9998

MIDWEST

The Candy Store
Jim Deloye 312.240.0343
jim@tvcandystore.tv

EAST

Mirsky Reps
Mark Mirsky 212.753.1312
mirskyreps@aol.com