



**BUTLER
FILM**

Summer Carmax Campaign still rolling onto a TV screen near you!

After the winter spots proved to increase sales, Carmax decided to keep the momentum going by adding more commercials to their “Not Smart” ad campaign. Since they didn’t want change the formula for success, the creative team invited David Butler back to direct the new spots.

In keeping with the theme of the first round, Carmax brought the funny side of blind dates, men’s misunderstanding perfume and cliché car salesmen to the table. As a fan of humorous spots, David was thrilled to run with the concepts and bring them to life.

Shooting in the Baltimore/Annapolis area for 4 days, David and his talented crew knocked out 6 new spots that would start running in August. The ads have been all over the place, but there are still a few more about to break. Most recently, “Mace” (or Mace’ as in the commercial) has hit the airwaves. Look out for it!

This was the third time David Butler and Carmax collaborated on making effective and entertaining spots.