



**BUTLER
FILM**

***Butler Film, IMRE & Ferguson
make great music together...***

Conducting an orchestra isn't really our forte, but we couldn't resist composing this masterpiece when agency IMRE approached us to produce the first TV spot for Ferguson Kitchen, Lighting & Bath Gallery.

"Symphony" :30 kicked off our summer on a high note. IMRE and Ferguson conceived a spot that highlighted both the product quality and customer service Ferguson prides itself on. The concept parallels the experience of going to their showrooms to that of attending a symphony: When the lights go down, music comes up and the showroom comes to life as the consultant "orchestrates" her client's dream home.

So how did we make this happen without a lot of CG? Simple. David immediately thought of using stop-motion animation and simple rigging gags to allow the products to move, change and play on screen. By the time we had a rough cut, sink faucets were dancing, hot tubs changed colors and oven doors snapped to attention on the "Conductor's" cue.

Shot on a Red Digital Cinema camera with 35mm lenses, the spot was posted with Cerebral Lounge & Clean Cuts in Baltimore, MD.

We're happy to report that this national spot has dramatically increased the in store and web traffic for Ferguson. Let's hear it for TV advertising! Bravo!

We were delighted to bring this "Symphony" to life We're ready for our encore.