



# The MOBIUS® Awards 2008 entry deadli

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## Washington Lottery: Birds

Flightless birds get to fly in this spot directed by Sticks+Stones director Jerry Brown for Washington Lottery via Publicis in the West.

The birds were amazing to work with. Probably the biggest challenge was that we were not allowed to actually fly with any of the birds, so for me the challenge was all about showing the birds enjoying "flight" from camera angles that while interesting, didn't stretch credulity. The animal trainers worked with the birds for more than a week; suspending them in harnesses and getting them used to being in their rigs. The still pictures I saw along the way were NOT encouraging and therefore I became a bit apprehensive. Then on the days we actually shot, the birds they performed amazingly. Unexpectedly, the chicken roosted on the hang-gliding bar, the penguin flapped its wings unlike it had ever done to that point, and the emu stayed suspended far longer than it tolerated previously. It was like they saved their best performances for shooting. I also learned that penguins can bite, and an emu doesn't really relish having its feet suspended, even a foot off the ground, not to mention that it has a kick that will leave a permanent mark.

Sticks+Stones director Jerry Brown



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**Product:** Washington Lottery

**Agency:** Publicis in the West, Seattle

**Creatives:** Tom Olgeirsson (DoP)  
 Dan Fietsam (Creative Director)  
 Scott Rasmussen (Art Director)  
 Jeff Siegel (Copywriter)  
 Derek Ruddy (Agency Executive Producer)  
 Marlon Staggs (Executive Producer)  
 Gabrielle Yuro (Producer)

**Director(s):** Jerry Brown

**Production Company:** Sticks+Stones Studios

**Country:** United States of America

**Other Credits:** Head of Production: Jason Dennis  
 Post-Production: Fischer Edit, Minneapolis  
 Editor: Lindy Wilson  
 VFX Supervisor/FLAME Artist: Jake Parker  
 Editorial & VFX Producer: Bill Rogina  
 Film Trasfer: Pixel Farm, Minneapolis  
 Colorist: Oscar Obozay  
 Music: Music Forever

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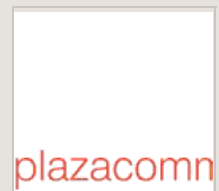
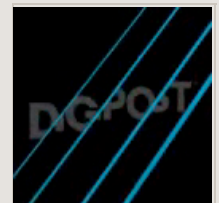
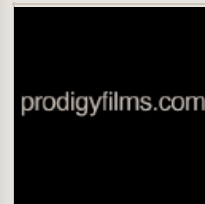
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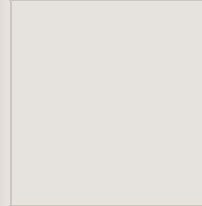
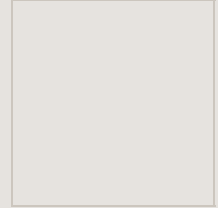
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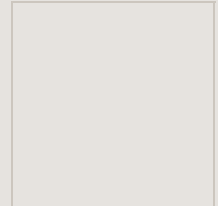
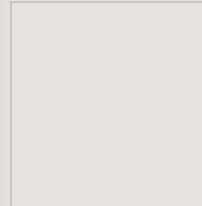
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Music Produced by Anthony Marinelli



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