

PROMO! AWARDS GALA at the Carlu

Presenting the 1st annual
MARKETINGweek
Toronto • November 3-5, 2008

100th
ANNIVERSARY

MARKETING

cardonline
[CLICK HERE]

search

Go

[Home](#) [News](#) [Creative](#) [Community](#) [CareerZone](#) [Resources](#) [Our Products](#) [Contact Us](#)

Creative > International Campaigns

INTERNATIONAL CAMPAIGNS

[WHEN PENGUINS FLY]

June 03, 2008

Washington Lottery just launched a new TV campaign by Publicis' Seattle office, which was directed by Jerry Brown from Sticks+Stones Studios.

One of the spots features flightless birds—a penguin, chicken and an emu—given the power to fly.

"I love the free spiritedness of the campaign, especially 'Birds,'" said Brown, in a release.

"The agency brief was to make a modern piece of film that didn't smell too much like self-indulgent conspicuous consumption or advertising," he said. "The whole point was to execute a story in a way that fit their objective of making spots people could feel good about, spots that hint at the good things lottery winners can accomplish—to show someone doing something for someone, that they couldn't do for themselves.

"The fresh, stripped-down execution is what cuts to the core of the Washington Lottery strategy, which is all about getting people to look at the lottery in a new inconspicuous light. Five, maybe 10 years ago, the 'Birds' spot might have been a concept about a lottery winner buying a Learjet and blasting flightless birds around the globe sipping champagne. But, thankfully the days of 'funny' lottery winners spending wildly seem to be winding down. The focus of this idea is squarely and most certainly on the birds, not the people."

Credits

Washington Lottery

Agency: Publicis in the West, Seattle

Executive Producer: Derek Ruddy

Creative director: Dan Fietsam

Art director: Scott Rasmussen

Copywriter: Jeff Siegel

Production company: Sticks+Stones Studios, Los Angeles

Director: Jerry Brown

Originally published in Marketing Magazine, June 2008



[Click to play ad \(6.1 MB\)](#)

More ways to get Marketing Magazine



MAGAZINE



THE DAILY



FEEDS



MOBILE EDITION

Learn how **360 degree thinking** maximize's your online presence

YAHOO! CANADA

Latest Photos



May 29 | 08
Ovation Awards

[More >>](#)

Get to know



transcontinental

Current Poll

[CANADIAN TIRE]

Last weekend, Canadian Tire ended the two-year run of its "aisle signs" campaign. What do you think about the move?

- Great move: I never liked the ads in the first place
- Good move: the novelty of the concept wore off some time ago
- Indifferent: I stopped noticing CT advertising when they retired Canadian Tire guy
- Too bad: Every time I went into the store and saw the signs, I remembered the ad campaign.

[Submit](#)

[<< Current Poll Results](#) | [Last Poll Results >>](#)



Western Sponsorship Congress

October 29 + 30, 2008 - Calgary

A must attend in 2008 for agencies, properties, and sponsors.

For more info and to register
www.sponsorshipcongress.ca
or call 1-888-588-9550

[\[Contact Us \]](#) | [\[Advertising Opportunities \]](#) | [\[Subscribe to Marketing Magazine \]](#) | [\[Give a Gift \]](#) | [\[Customer Service \]](#) | [\[About Us \]](#) | [\[Privacy \]](#) | [\[Site Map \]](#)

MARKETING  **ROGERS**

Copyright 2008 by Rogers Publishing Limited. All rights reserved.