

Washington Lottery: Birds



SPECTACULAR VIEWS

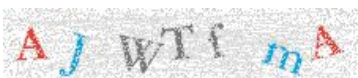
Whatever your wacky dream is...

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Average user rating: ★★★★★

★★★★★ I first saw this spot on the air (or "in the air" if you will) and found it absolutely intriguing and charming. But the payoff was a disconnect. While fun and interesting to watch there is sadly no motivation to buy a lottery ticket. But I am thinking of buying a hang glider... or a penguin.

seattleproduction, Jun, 12 2008

Full Credits



Client: **Washington Lottery**
Agency: **Publicis West, Seattle**
Executive Creative Director: **Rob Rich, Dan Fietsam**
Creative Director: **Parag Tembulkar**
Art Director: **Scott Rasmussen**
Copywriter: **Jeff Siegel**
Producer: **Gabrielle Yuro**
Production Company: **Sticks+Stones Studios, Los Angeles**
Director: **Jerry Brown**
Executive Producer: **Marlon Staggs**
Head Of Production: **Jason Dennis**
Director of Photography: **Tom Olgeirsson**
Post Production: **Fischer Edit, Minneapolis**
Editor: **Lindy Wilson**
VFX Supervisor/Flame Artist: **Jake Parker**
Music: **Music Forever**

Tags

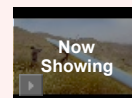
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Washington Lottery: Birds

Whatever your wacky dream is...



T-Mobile: Chuck and D-Wade Remix

Customize your own version of b-ball's dynamic, constantly tangling duo.



T-Mobile: NBA My Faves

Chuck and Dwyane talk it out.



NYC Bicycle Safety Coalition: Look

Motorists and cyclists, share the road. But keep a distance between yourselves.



NYC Bicycle Safety Coalition: Look



NYC Bicycle Safety Coalition: Look

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☆☆☆ no animals were harmed during the making of...oh, except for the chicken that suffered a heart attack...nice concept, curious to see how they make a campaign of this...

thorho1, Jun, 11 2008



89edit, Jun, 10 2008

☆ This spot is so boring and lacks any creativity.

djfunky69, Jun, 10 2008

☆☆☆ Nice spot in a tough, heavily-mined category.

wordmonkey, Jun, 09 2008

☆☆☆☆ Why are all you morons taking this literally. It simply says that you'll win a shit ton of money and be able to afford to do ANYTHING.

chicagoad, Jun, 06 2008

☆☆☆☆ Innovative work for a really tough to innovate in category. Kudos. I love this spot.

coffeeshop, Jun, 06 2008

☆☆☆☆ you are selling dreams, you are selling opportunities, nice work guys, well done!

tino, Jun, 06 2008

☆☆☆☆ I love the shot of the penguin flapping his wings.

chatnoir, Jun, 06 2008

☆☆☆☆ i laugh. i cry. i like.

TAXINYC, Jun, 04 2008

☆☆☆ Must be a pretty interesting perspective for flightless birds, but does anyone really need to win the lottery to hang glide with a chicken?

zoinks, Jun, 04 2008

☆☆☆☆ Nice! I love it. Very "feel good" without the cheese factor.

kskelley1976, Jun, 04 2008

★★★★★ great work

bnovoa20, Jun, 03 2008

★★ If I won the lottery I wouldn't be flying chickens and penguins. They look scared sh..less! What's next, fish romping in meadows? Music is lame, too.

rightbrain, Jun, 03 2008

★★★★★ Oh, I have a crush on this ad! Smart, sweet...very nice.

ruthemeyer, Jun, 03 2008

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