

# SHOOT®

\$4.25

THE LEADING **NEWSWEEKLY** FOR COMMERCIAL PRODUCTION & POSTPRODUCTION

SEPTEMBER 20, 2002

## CREATIVE SHOWCASE

SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOTLIGHT SPOT

### DiMassimo Strips For Crunch

#### CLIENT

Crunch Fitness.

#### PRODUCTION CO.

Element 115, Los Angeles.  
Chris Wyatt, director/executive producer; Aaron Ruell, DP; Sean Covell, producer. Shot on location in Los Angeles.

#### AGENCY

DiMassimo Brand Advertising, New York.

Mark DiMassimo, creative director; Carla Hall, executive producer; Debbie

Weiner, producer; Julie Lamb Marsh, associate creative director/art director; Phil Gable, associate creative director/copywriter; Roger Stephens, art director; "Street Stomp."

#### EDITORIAL/POST

Ruffles Loman, New York.  
Ruffles Loman, offline/online editor and colorist.

#### VISUAL EFFECTS

DiMassimo Brand Advertising, Julie Lamb Marsh, type designer.

#### AUDIO POST

Ear Goo, New York.  
Adam Charity, mixer/engineer.

#### MUSIC/SOUND DESIGN

Ear Goo.  
Adam Charity, composer/arranger/sound designer.

#### THE SPOTS

Two :30s highlight two new classes at Crunch with the Crunch Bunny as the central figure. "Cardio Striptease" features the Bunny bumping and grinding on stage at a strip club in front of several ogling men, highlighting that in the right setting, anyone can be sexy. In "Street Stomp," the Bunny attempts to follow a pair of dancing Crunch instructors, demonstrating the everyone has rhythm—even if it's their own style of rhythm.

Spots broke Aug. 1.



Crunch's "Street Stomp."