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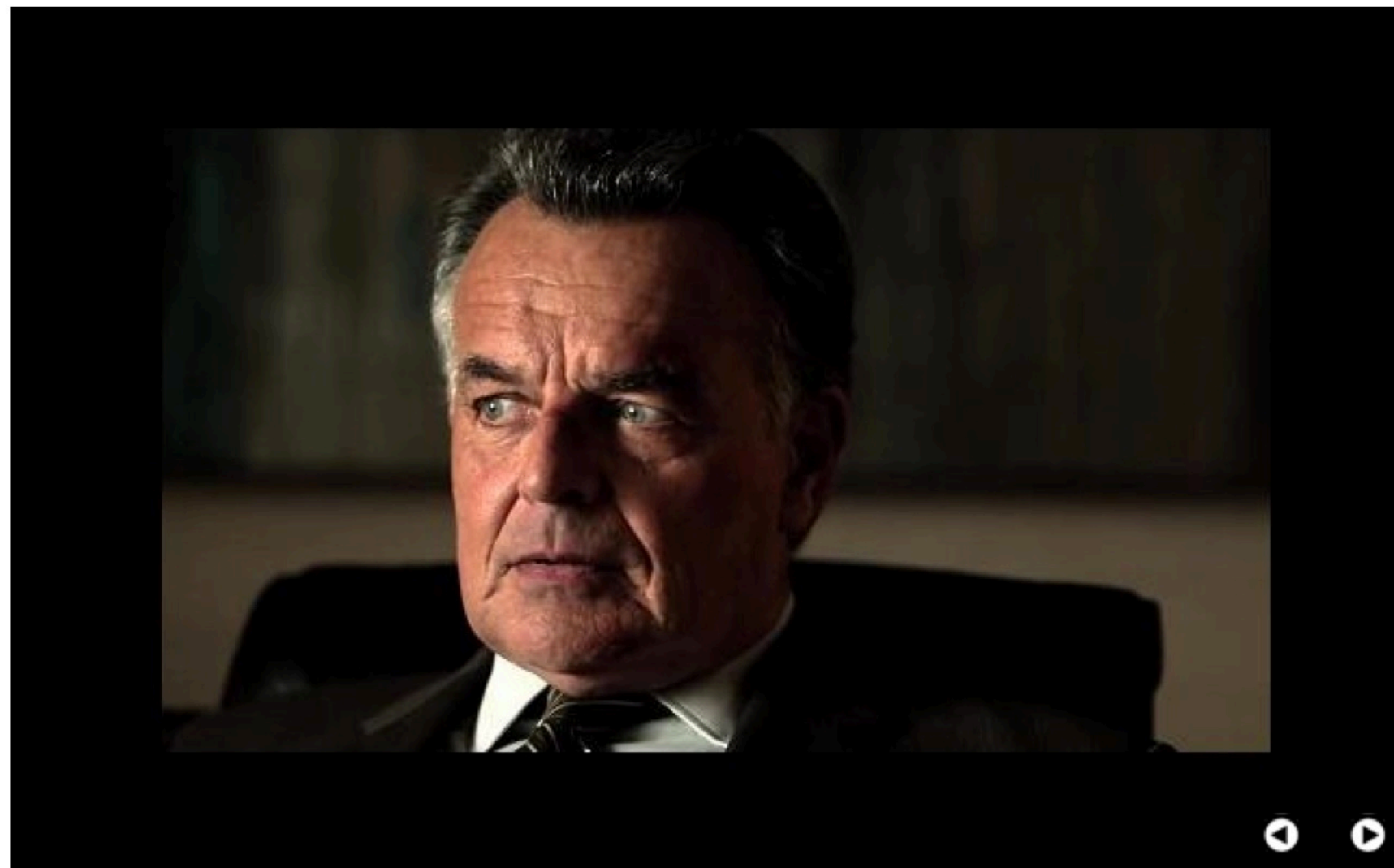
Friday, Dec. 12, 2014



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SHOOT's Picks For The Best Creative Content of 2014



GE's "Childlike Imagination"

Top work ranges from spots to web initiatives, PSAs, shorts, even an online comedy series

BY A SHOOT STAFF REPORT

As 2014 draws to a close, it's time for reflection on assorted industry fronts, including assessing what work was among the year's most worthwhile creatively.

Determining any year's "best" is a highly subjective proposition so *SHOOT* staffers looked to at least

narrow the field by first culling through two bodies of work, our weekly Top Spots as well as our "The Best Work You May Never See" gallery entries throughout 2014. We also added to the field other ScreenWork section fare from throughout the year as well as notable work we had covered in various stories during the course of 2014.

We did the same for our reviews of our quarterly Top Ten Tracks and VFX/Animation Charts. We ultimately chose a Top Five from each.

So here are *SHOOT*'s selections for the Best Work of 2014 divided into Top Spots, The Best Work You May Never See, and our Top Music/Sound Tracks and Top VFX/Animation entries.

Top Spots of the Year

Our #1 Top Spot was from our Agency of the Year, BBDO New York: GE's "Childlike Imagination" directed by Dante Ariola of MJZ. The ad depicts a girl dreaming about the amazing things her mom makes as a GE employee. The piece underscores how GE is stretching the limits of human imagination to create brilliant machines which positively impact society. "Childlike Imagination" earned a primetime Emmy nomination in 2014.

Number two in our ranking is Old Spice's "Momsong" directed by Steve Ayson of MJZ for Wieden+Kennedy, Portland, Ore. This gloriously twisted spot shows how hard it can be on some mothers to watch their sons go

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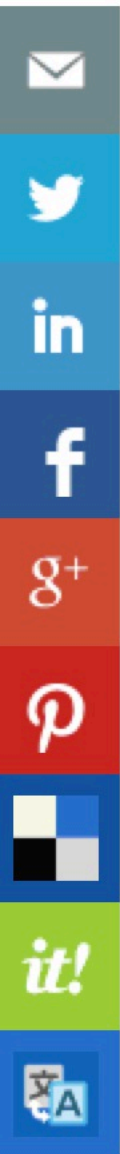
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sequence, we're told that social media is so instantaneous that there's no time to think, making John St. the ideal agency because it acts without thinking.

VFX/Animation

The aforementioned "Long Live New York" tops our 2014 lineup of VFX/Animation Chart entries.

That's followed by Ad Council/American Heart Association's "Ceiling Crasher" directed by Christian Bevilacqua of Anonymous Content for Deutsch NY. VFX house is MPC NY. This PSA shows how women have progressed over the years, breaking through one figurative glass ceiling after another—from a nurse who literally breaks through a ceiling to arrive in another era as a factory worker akin to Rosie the Riveter who in turn breaks through the ceiling to emerge as political/social activist at a press conference, and then a woman of today in a corporate executive suite. The corporate exec then explains that today women can do anything men can do. She then collapses to the floor as we are informed that this equality also refers to a so-called man's affliction—heart disease.

Next up in our ranking is Invista/Lycra's "Lycra Moves" directed by Philippe Andre of Independent Films, London, for agency SapientNitro, London. UK effects house Glassworks contributed to this stirring piece of choreography, giving grace, style, and free-flowing movement to Lycra as conveyed through the movement of performers whose motion is dance-like.

Fourth place goes to grocery chain Sainsbury's "Christmas is for Sharing" directed by Ringan Ledwidge of Rattling Stick for AMV BBDO, London. This ad is a creative interpretation of Xmas Day 1914 when British and German World War I soldiers laid down their arms and came together on neutral territory to share greetings, treats, and a game of football. The Mill's 2D and matte painting team transported the cast back to snowy 1914 Germany by creating a series of matte paintings for the football match setting, before seamlessly compositing the live action plates on top, to realistically re-create a chilling mid-winter view of No-Mans land.

Rounding out the VFX/Animation Top Five is GE's "Ideas" directed by Noam Murro of Biscuit Filmworks for BBDO NY. This short depicts the birth of an idea—which is in the form of an odd looking, initially ostracized creature. Rejected everywhere, this idea finally stumbles into GE's offices where it is nurtured, realizes its full beauty and potential, and gains the proper credit it deserves.

Music/Sound

Number one on our hit parade—musically speaking—is Old Spice's "Momsong." The mothers sing a song of lament, with lyrics penned by W+K art director Ruth Bellotti and copywriters David Povill and Justine Armour as well as composer/arranger Brad Neely of Walker, Portland.



POLL

Which nominated film would get your vote for the Film Independent Spirit Award recognizing Best First Feature?

- "A Girl Walks Home Alone At Night" (Ana Lily Amirpour, director)
- "Dear White People" (Justin Simien, director)
- "Nightcrawler" (Dan Gilroy, director)
- "Obvious Child" (Gillian Robespierre, director)
- "She's Lost Control" (Anja Marquardt, director)

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SHOOT Suggests....
2014 Top Spots of the Year

