

[Archive: Jun 1, 2004](#)



Word [▶](#)

Board Flow [▶](#)

Monitor [▼](#)

Ed Zazzera, senior ...

BMW-genre films showcase ...

Downey acts bipolar for ...

Honda 'Cog' keeps turning ...

NYC's Night Agency ...

Tread carefully in the ...

A look at the month's ...

Director's Chair [▶](#)

Spotopsy [▶](#)

On Location [▶](#)

Broadcast Design [▶](#)

Eye On Editors [▶](#)

Monitor

[◀ Prev Article](#) |
 [◀ Back to Archive Home](#) |
 [Next Article ▶](#)

Top Spots

A look at the month's most notable work

by: **Boards editorial** |
 Jun 1, 2004 |
 [Print](#) |
 [Share](#)



PEUGEOT "THE TOYS"> Funny - as CGI techniques get more advanced, so do directors' ambitions to do more in-camera. This entertaining :60 spot rises above the rest because you can see that the life-sized toy cars

actually exist - all 20 were custom-designed and built from scratch (based on old Peugeot models). The premise: that vehicles are flimsy playthings, save the Peugeot 407. Despite the fictitious aspect of the piece, creative Eric Holden says they decided to set the scene in a real city (Sydney), to evoke a "collision and confrontation" of styles. "We didn't want a Tim Burton kind of location."

Agency: BETC Euro RSCG, Paris
 Supervisors: Raphael de Andréis, Dominique le Moine, Jean-Philippe Martzel
 Creative director: Rémi Babinet
 Art director: Eric Holden
 Copywriter: Rémi Noel
 TV producers: Simon Chater-Robinson, David Green, Carole Casolari
 Director: Philippe André
 Prodco: Wanda, Paris
 Music: "Can You Trust Me"? by Lebeau & Briere
 Music company: The Film
 Publisher: Publish It



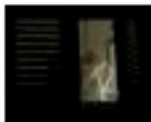


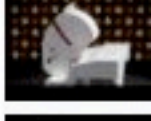

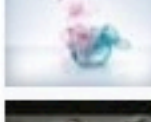
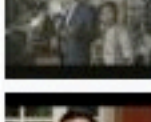



DAIRY QUEEN "NAPKIN"> Some things are just so good they hurt, or in this case, they burn. In this

SCREENING ROOM

search spots

filter: **everything** [go](#)

page: next >

- 
Hitachi
 "All Around You"
- 
Fulton Bank
 "Cello"
- 
Fulton Bank
 "Cent"
- 
Rex the Dog
 "Bubblicious"
- 
Adobe
 "Making of The Seed"
- 
Durex
 "Viral"
- 
Skittles
 "Tailor"
- 
ESPN
 "Intro"
- 
Carnival
 "Pinata"
- 
Volvo
 "Lov Hurts"