

# THE EMERGEN-C STORY

## THE CLIENT

Alacer Corporation makers of Emergen C vitamin-C drink mix are expanding at an increasing rate. Already the leading sku of vitamin C product in health stores and many super markets the Emergen C product was recently picked up by Target Stores and Wal-Mart positioning the brand to go to the next level. Tim Welch President/CEO of Alacer Corporation sees his goal clearly; To triple the size of Alacer Corporation over the next 5 years. His strategy; aggressive marketing of the core brand Emergen C.



## THE ASSIGNMENT

ECP got right to work, working closely with Emergen C's in house marketing team to develop a script and detailed storyboards. The creative was a challenge due to the needs to demonstrate the mechanics of the product while positioning the brand with a new set of consumers.



### One Spot – 3 Venues

Another challenge was the fact that it would play in three different venues; Cable TV, in-flight TV on airlines and on the big screen in movie theaters. "Each of the venues had its own set of requirements and nuances the trick was combining them in one effective spot that kept the brand forefront," explains Eric Christiansen owner of ECP. ECP's creative director, Suzanne Edmonson, was brought in. Suzanne's

experience with top advertising agencies and many years in commercial production make her an invaluable member of the team. "It was a great opportunity to work with this brand. In addition, I enjoyed working on this spot knowing the final product would be shown on the big screen."



### High Def to the Max

For the "big screen" the acquisition media had to be of the highest quality possible. Panavision was contacted. Panavision had worked with ECP in the past on many 35mm projects. Panavision's modified Sony F-900 HD camera was chosen. This camera, already state of art, has been "Panavised" and further upgraded to ensure "Panavision quality." Christiansen also utilized the Panavision Frasier Lens System. The Frasier is a one of a kind macro/snorkel lens used for close up photography, Christiansen's consistent use of this lens places him as an "expert" in its use. "The Frasier enables me to capture product in an up close and dynamic way that is seldom seen," Christiansen says of the lens.

The shoot, which took place on a sound stage in Hollywood CA, involved many complexities; liquid effects shot in three different tanks, table-top product photography, model/fashion work, a food stylist and a rain shot with a specialized "rain-maker" on set.

## THE POST



The HDcam tapes were quickly down-converted for immediate offline editing. The offline was edited in the ECP Avid Suite on a windows platform. After Effects, on a dual 2Ghz processor Macintosh G-5, was relied upon for this effects laden spot. After the initial rough-cut was approved, the selects were primary



color corrected in the High Definition Da-Vinci 2K suite at Filmlook in Burbank CA by colorist, Alan Kelly. The selects were then digitized to hard drive at HD resolution. The color corrected scenes are then imported into After Effects where it was conformed to the approved rough cut. Many effects were added and finalized. Primatte was used to extract mattes for the liquid effects while RealViz Retimer HD was used for slow motion of the liquids and the fruit drop. "The Retimer HD enabled us to recreate beautiful motion shots without the use of a high speed camera," Christiansen adds. The spot was then rendered and output to 1080i HDcam and a final color correction pass was performed, producing a final master. Alan Kelly, colorist, comments. "The color and detail in the high def was outstanding, and it transferred perfectly in the down conversion for broadcast and DVD. When I saw the final commercial edited together, I was blown away how ECP composited all the Da Vinci 2K elements and how seamless all the effects worked in HD."

### Big Theater – Big Sound

The spot was mixed in 5.1 surround for maximum effect in the theater environment. Editor Eric Christiansen carefully laid up more the 30 tracks of effects, music and voice-over for the mix. "My experience working on Imax films enabled me to maximize the sound track for the theater environment", Christiansen commented. Craig Dobbin, member of the popular smooth jazz band "Third Force", composed the music and delivered in multiple stems to take advantage of the theater environment. Final mixer, Michael Giesler of Bada Bing Bada Boom Sound, says, "The colorful, tasty, flowing visuals allowed for many sonic opportunities in the 5.1 environment."

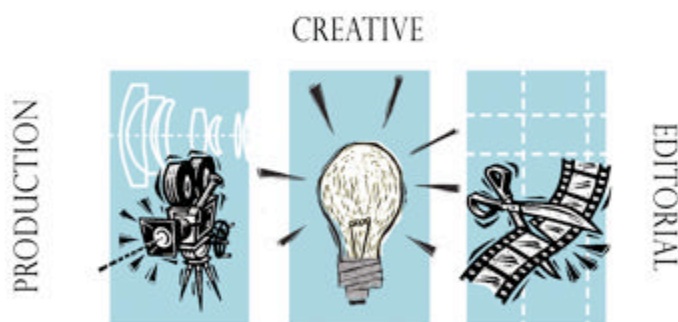


## THE SUCCESS

Alacer Corporation reports over a 30% increase in sales from the same period last year.

ECP provided an economical one-stop turnkey production for their client Emergen-C/Alacer corporation. "We accomplished many things with this spot. We demonstrated the product while highlighting its' benefits, all the while maintaining a colorful playful tone that strengthened brand awareness and played extremely well in all 3 venues."- Eric Christiansen – Owner/Director ECP

See the Emergen –C spot on a theater big screen near you or 20,000 feet in the air on your favorite airline or perhaps the safety of your home on TV. (See Attached Theater Showings)



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