

# And the Emmy goes to...this gread ad!

I did not know, until today, that there is an Emmy for Outstanding Commercial. Now I will have to investigate this further. Although the ad industry gives out Clios and Addys, I think an Emmy is well deserved. After all, a good commercial is entertaining, and it is competing with the (supposedly) very entertaining TV we are watching. As those who work in ad production know, putting together a commercial is akin to making a small film. Casting, special effects, location scouting, and more are all involved.

The nominees for the Emmy this year are:

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| <b>Brother Of The Bride – Hallmark</b><br><i>PYTKA, Production Company</i><br><i>Leo Burnett, Ad Agency</i> |
| <b>Carrier Pigeons – FedEx</b><br><i>MJZ, Production Company</i><br><i>BBD0 New York, Ad Agency</i>         |
| <b>Delivery – Travelers</b><br><i>MJZ, Production Company</i><br><i>Fallon, Ad Agency</i>                   |
| <b>It's Mine – Coca Cola</b><br><i>MJZ, Production Company</i><br><i>Wieden + Kennedy, Ad Agency</i>        |
| <b>Swear Jar – Bud Light</b><br><i>Hungry Man, Production Company</i><br><i>DDB Chicago, Ad Agency</i>      |