

# And the Emmy goes to...this great 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:

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