

## BestSpots

adidas | "Unstoppable"

November 15, 2004

180/Amsterdam and TBWA\Chiat\Day/San Francisco



Tracy McGrady's workout includes moving down court, as an untold number of miniature obstacles (helicopters, paratroopers, sharpshooters) try to prevent him from scoring. He defeats these foes, dunks the basketball and heads back up court to start the process again. "Nothing is impossible."

**Brand:**

adidas

**Spot Title/Length:**

"Unstoppable" :60

**Agency/Location:**

180/Amsterdam and TBWA\Chiat\Day/San Francisco

**Worldwide Creative Director:**

Lee Clow

**Executive Creative Director:**

Chuck McBride

**ACD/Art Director:**

Geoff Edwards

**ACD/Copywriter:**

Scott Duchon

**Executive Producer:**

Jennifer Golub

**Agency Producer:**

Monika Prince

**Production Company:**

Smuggler

**Director:**

Brian Beletic

**Director of Photography:**

Jeff Cronenweth

**Editor:**

Maury Loeb/PS260

**Sound Designer:**

Ren Klyce/Mit Out Sound

**Visual Effects:**

Digital Domain

**Principal Talent:**

Tracy McGrady