

BestSpots

Office Max | "Santa's Helper"

December 13, 2004

DDB/Chicago



The Rubberband Man has gotten the stop-motion treatment and spreads holiday joy in this seasonal spot. He solves holiday problems with the products he's toting in his shopping cart: a step stool, so a shorter man can get a kiss under the mistletoe from the taller object of his affection; a paper cutter for the holiday ham; a power strip for the outdoor lights; a glue stick to keep Santa's beard in place.

Brand:

Office Max

Spot Title/Length:

"Santa's Helper" :60

Agency/Location:

DDB/Chicago

Chairman/Chief Creative Officer:

Bob Scarpelli

Group Creative Director:

Don Pogany

Creative Director/Copywriter:

Vinny Warren

Associate Creative Directors/Art Directors:

Brian Billow, Bruce Ritter

Associate Creative Director/Copywriter:

Tim Nichols

Art Director:

DJ Webb

Copywriter:

Keith Tutera

Agency Producer:

Paul Gunnarson

Production/Special Effects Company:

BENT Image Lab/Portland, OR

Director:

Chel White

Director of Photography:

Mark Eifert

Art Director:

Paul Herrod/BENT Image Lab

Editor:

Steven Miller/BENT Image Lab

Colorist:

Jim Barrett/Downstream Digital, Portland, OR

Flame Artist:

Mike Quinn/Mission Control, Portland, OR

Music:

"The Rubberband Man" by The Spinners. Rearranged by Mat Morse/Spunk! Music, Chicago

Audio Engineer:

Lance Limbocker/Downstream Digital, Portland, OR

Principal Talent:

Eddie Steeples