

CREATIVITY

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ADIDAS "UNSTOPPABLE"

B-ball tank Tracy McGrady is unstoppable as he takes the ball all the way to the net, despite the squadron of mini militia men who try to take him down *Gulliver's Travels*-style, dressed to the nines in superfine glowing white and gold threads. This debuted during the touchy post-war period, which made the stylings all the more important. "The original brief said let's be careful not to be operation Iraqi freedom, but was quickly followed up with another that said we still want it to be fucking awesome," explains director Brian Beletic. "Everything was pre-built or drawn. My inspiration was if Howard Hughes had been commissioned by the Queen of England to make a small elite force for personal travel. Everyone's in elephant tusk white with polished gold detailing even in the helicopter blades, the arrows and the emblems on the guys."

Client: adidas **Agency:** 180/TBWA, San Francisco **CCO:** Lee Clow **ECD:** Chuck McBride **ACD/CW:** Scott Duchon **ACD/AD:** Geoff Edwards **Agency EP:** Jennifer Golub **Director:** Brian Beletic/Smuggler **DP:** Jeff Cronenweth **Editor:** Maury Loeb/P.S. 260 **Effects:** Digital Domain **Sound Design:** Ren Klyce

