

# Eye Candy: New Sony Campaign by Superfad

*Surreal homage to its global brand message of "make.believe" and a tribute to the pleasure of eye candy*

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Superfad Seattle presented some days ago a spot for Sony Bravia HDTV. The creative approach of this project was defined by Sony and Will Hyde.

It was about to use high-speed photography to display the dynamic color and value range of the new line of Sony televisions.

It was assumed from the very beginning of the project that it would be heavily live action mixed with a minimal amount of effects.

They used Photoshop, Maya, After Effects and Flame, and also Nuke, 3D Studio Max, Real Flow, Cinema 4D and PF Trackdiv.overlay { width:1040px; height:644px; } #imgplay { margin:88px 0px 0px 190px; } #player { background:no-repeat url('/videos/news/2010/march/sony.jpg') top center; } #splash, #player, #player embed, #player object { width:560px; height:340px; }

## CREDITS

Client: Sony Electronics  
Video Program Manager: Lisa Gonzalez

Agency: chickINchair Productions  
Executive Producer: Kim Tierney

Live Action Production Company: Superfad  
Director: Will Hyde  
Director of Photography: Martin Ahlgren  
Production Designer: Jason Puccinelli  
Wardrobe Design-Stylist: Heidi Meek  
Make Up: Bryin Smoot  
Line Producer: Scott Ludden

Design & Animation: Superfad  
Executive Creative Director: Will Hyde  
Creative Director: Carlos Stevens  
CGI-VFX Director: Dade Orgeron  
3D Artists: Tom Oakerson, Phiphat Pinyosophon, Andrew Butterworth, Yas Koyama, Alex O'Donnell, Dimitri Luedemann, Billy Maloney  
Compositors: Tom Oakerson, Paulo Dias, Loren Judah, Dorian West, Sohee Sohn, John Stanch, Soyoun Lee, Dimitri Luedemann, David Holm

Editor: Ryan Haug  
Flame Artist: Andy Davis  
Head of Production: Chris Volckmann  
Executive Producer: Rob Sanborn  
Music: Matt Hutchinson

More Information at [www.superfad.com](http://www.superfad.com). Image and Video Courtesy of Superfad. Video Montage and Encoding: 3Dup.com