

## The Making of NEOsitrin's Commercial

*Released in spanish TV channels this September*

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23Lunes is formed by a Designers Group working in 3D Productions and Digital Visual Effects for well-known spanish and international companies. We would like to show a funny commercial they made for NEOsitrin product by Sanofi Aventis against lices. A headline like "Computer Graphics against Lices" could be another funny title, but we finally decided a different one to avoid to be too much hilarious. "The Making of" is really good showing all the hard process to get several seconds of good CG to be shown to the masses. Great responsibility. Another point to notice is the always difficult task to condense in secs a little story which is going to sell something successfully. Another great responsibility to be shared with the marketing team of the brand, but the original idea went to the artists usually.

Commercial

The Making Of

More Information at [www.23lunes.com](http://www.23lunes.com). Image and Video Courtesy of 23Lunes