

# stash

stash 45.21

**SPRINT (NEXTEL) "IREDELL",  
"KATRINA"**  
Virals :90 x 2

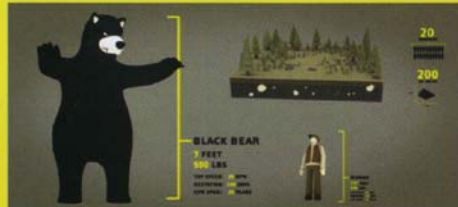
**Agency:**  
**GOODBY, SILVERSTEIN &  
PARTNERS**

**Director:**  
**SUPERFAD**

**Animation:**  
**SUPERFAD**

[www.superfad.com](http://www.superfad.com)

Two of four web films running on the sprint/Nextel site designed to demonstrate the benefits of the Sprint Nextel Direct Connect system. Superfad AD Kevin Lau reveals the challenge was to keep the mood and tone of the case studies balanced: "They had to have the right tech/info feel but also be story driven to maintain their personal feel and keep the viewer engaged enough to watch the whole thing. The spots needed to be entertaining but also maintain a level of seriousness so as to not undermine the weight of the topic, i.e. Katrina disaster relief." Schedule: six weeks.



**For Goodby, Silverstein & Partners**

Co-chairman/CD: Rich Silverstein  
CDs: Christian Haas,  
Franklin Tipton  
Group/assoc. CD:  
Paul Stechsulte  
ADs: Rudi Anggono,  
Shane Fleming  
Copy: Will Elliott, Larry Corwin  
EP: Josh Reynolds  
Producer: Rob Sondik

**For Superfad**

EP: Kevin Batten  
Producer: Danielle Hazan  
CD: Justin Leibow  
Sr AD: Kevin Lau  
AD: Will Johnson  
Designers/animators: Kevin Lau,  
Will Johnson, Dylan Spears, Andy  
Kim, Glen Suhy, Ian Mankowski,  
Ergin Kuke  
Compositor: Claudia Yi Leon

**For Human**

Music producer: Dan Pritikin

**For GSP Post**

Sound designer: Amber Tissue

**Toolkit**

Maya, After Effects, Photoshop,  
Illustrator