

# stash

39

DVD MAGAZINE

Animation, VFX and motion graphics for design and advertising

stash 39.03

**PLAYSTATION 3 "UNIVERSE OF ENTERTAINMENT"**  
TVC :60

**Agency:**  
TBWA\CHIAT\DAY

**Director:**  
SÜPERFAD

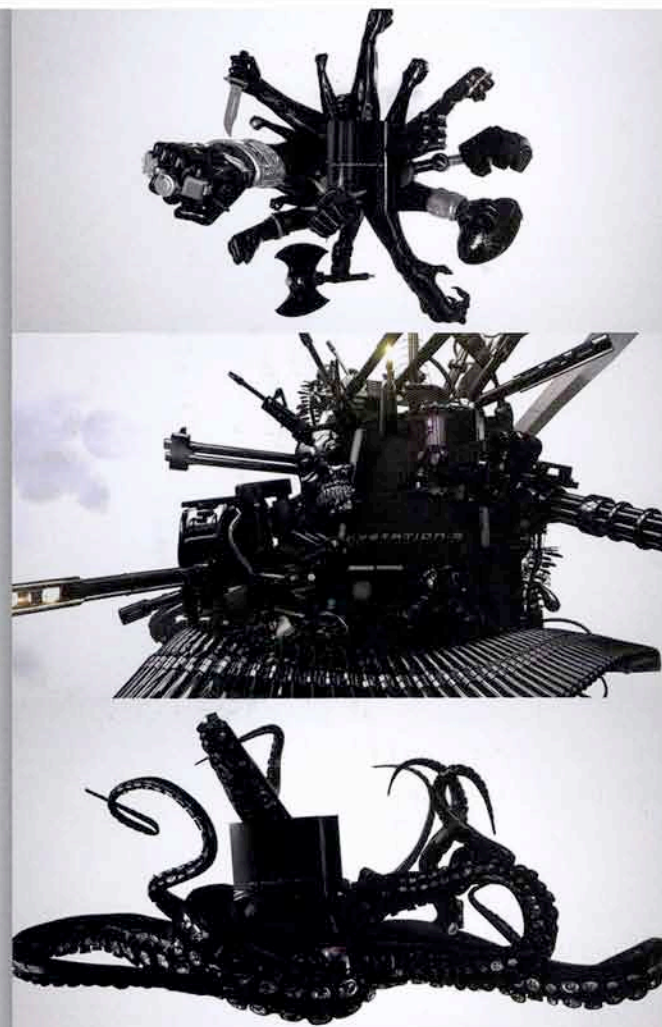
**Animation:**  
SÜPERFAD

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

Gaining and keeping the attention of ADD gamers is a Herculean task but this spot, with the camera plunging through ridiculous amounts of shiny black HD details, may just do it. Süperfad says they were challenged to design a commercial for a "sophisticated audience who would appreciate the notion of controlled chaos," and where every frame would work as a printed still.

**For Sony PlayStation**

SVP marketing: Peter Dille  
Director of product and online marketing: Susan Nourai  
Director of software marketing: Jeff Reese  
Marketing manager: Kim Nguyen



**For TBWA\Chiat\Day**

ECD: Rob Schwartz  
CDs: Brett Craig, Nick Davidge  
EP: Anh-Thu Le  
Producer: Janie Krull  
Copy: Allan Manaysay  
AD: Jamin Duncan

**For Süperfad**

Artists: Kevin Lau, Will Johnson, Will Campbell, Andy Kim, Glenn Suhy, Ian Mankowski, Dylan Spears, Todd Erickson, Robert Vaindiner, Matt Lavoy, Erik Lee  
CD: Frank Pichel  
AD: Kevin Lau  
EP: Kevin Batten  
Producer: Danielle Hazan  
Editor: Charles Jensen

**For Elias Arts**

Producer: Kala Sherman  
CD: Dave Gold

**For Trinitite Inc.**

Sound designer: Brian Emrich,

**Toolkit**

After Effects, Maya, Inferno