



**NEWS RELEASE**

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**Lost Boys Mixin' it Up with Bacardi Limon**

(Vancouver, BC, September 1, 1999) Lost Boys Studios has teamed up once again with sister company Virgin Television de Mexico and Zeta Film of Mexico to create a new series of commercials for Bacardi Limon.

This 4-spot campaign has a distinctive motif representing a different drink in each. ["Stinger"](#), ["Black Widow"](#), ["Frozen"](#) and ["Twister"](#). Obvious by their names these spots represent Bacardi Limon drinks as well as each spot's main theme. All four are centered around nightclubs with a haywire twist.

**Synopsis:**

[Black Widow](#) is a bartender who stretches out all 6 arms to serve up her beverages. [Twister](#) takes place in an underground/subway with a ferocious tornado originating from a single glass. [Frozen](#) created such a chill that a character at the bar ends up in shattered pieces. Stinger combined time lapse and slow motion plates to create a time lapse sequence using a motion control camera. The crowd time lapse plates were shot at 2 fps and the actor's plates shot at 60 fps.

The fast paced rave crazed direction was created by award winning director Javier Aguilera. Aguilera, a young talent from Toronto debuted in Canada from Mexico 4 years ago, at the age of 21 with Molson/MacLaren McCann. His eclectic vigorous style comes from his professional music video history, which includes Moist, Sarah McLachlan and 54-40. Other commercial credits include the 1998 Labatt Ice and Tylenol campaigns and Special K for Leo Burnett.

Lost Boys Studios has produced exceptional specific visual effects for each of these 4 spots but all were challenging technical undertakings.

"With a visionary and music video maker like Javier, traditional visual effects rules were made to be broken." Explains [Mark Benard](#), President of Lost Boys Studios and on-set VFX Supervisor for all spots along with Geoff Richardson, Digital Compositor.

Smoke, Strobes and Snow were used throughout shooting. "Having to shoot clean plates, time lapse plates and main actor plates with some of these elements creates "chatter" as all levels are put together. You end up with 3 times as much smoke or snow and strobes are "off beat". The venture was worth the extra research and design when you end up with such a great finished product." M. Benard.

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Founder and President Mark Benard formed Lost Boys Studios Inc. in 1997 for the production of 3D animation and digital effects for the film, television and videogame industry. For more information please visit our website at [www.lostboys-studios.com](http://www.lostboys-studios.com)