



NEWS RELEASE

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Lost Boys Serving it Up with Bacardi Blanco

(Vancouver, BC, September 9, 1999) Lost Boys Studios has been hard at work this summer completing Mexico's Bacardi Blanco commercial campaigns. Lost Boys Studios together with sister company Virgin Television de Mexico and Zeta Film have completed the Bacardi Blanco 1999 commercial campaign. Visual effects producer [Roula Lainas](#) of Lost Boys and post producer Ana Fernandez of Virgin Television Mexico, worked closely together with Zeta Film from conception to completion.

The common thread between all 3 spots is the unmistakable urge for juices and pop cans alike to want to "mix" with Bacardi Blanco rum. Their urge is uncontrollable!

The first spot titled "[The Apartment](#)" introduces bottles flying out of a refrigerator in race-like conditions towards the Bacardi in the hopes of being chosen to "mix" with the liquor. "[Tokyo](#)", second in the series, features cans from a vending machine and liquid flying across buildings to reach a party in search of the rum which ends with a total CG Tokyo landscape complete with neon signs built by Lost Boys. Finally our last "The Girl from Ipanema", turns this concept around with cans and liquid running away from a product that is NOT our star "mix".

The Visual Effects team at Lost Boys not only created the visual effects but supervised the projects' effects from start to finish. The commercials were shot on location as far as Brazil and final online was completed with Lost Boys in Vancouver.

Gary Walker, and [Judy D. Shane](#) completed compositing effects for the spots with Erik Ellefsen, Sr. 3D Artists headed up the animation team on the flying bottles and cans.

Technically the bottles and cans were created with a fair ease the challenge was in the animation. Lost Boys' had to breathe life into these characters without adding "cartoon" characteristics. The flying objects were on a mission interacting with real characters and objects.

Z Publicity and Zeta Film was the agency and production facility behind the campaign.

Jorge Aguilera, director of "[The Apartment](#)" has been directing commercials for 10 years. Daniel Gruener director of "[Tokyo](#)" and "The Girl from Ipanema" has been in the film & television circuit with a multiple of short film awards including Montreal's Festival du Monde. Gruener has completed over a dozen music videos working with artists such as Thalía and Ricky Martin. Some of Daniel's commercial credits include Coke, GM and Volkswagen.