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**Lost Boys Studios Takes On Effect Giants And Wins!**

(Vancouver, BC) Digital animation and effects production company LBS recently was notified that It will be receiving two awards at the upcoming 30th annual Mobius Advertising Awards ceremony in Chicago next month.

LBS will be receiving a 1st Place Mobius Statue For Best Computer Animation for their design and production work on the commercial spot "[La Luz](#)" ([The Light](#)). The 60 second commercial featured a hyper-realistic computer animated clown that take the viewer on a wild ride through a nightmarish world. The spot was produced in association with the Mexico based agency Teran TBWA for GNP Insurance.

LBS will also be accepting a 2nd Place Certificate For Outstanding Creativity In Special Effects. This certificate was awarded to LBS for their visual effects work on the futuristic four spot Bacardi campaign "[Twister](#)", "[Frozen](#)", "[Stinger](#)", and "[Black Widow](#)". These certificates are very rarely awarded and are only presented to work that has been judged superior and came close to attaining a Mobius statue. The Bacardi campaign was produced in association with Z Publicity a Mexico based agency.

The Mobius Advertising Awards is an international showcase that attracts the biggest and best agencies and production companies from around the globe. The computer animation and special effects categories are particularly competitive and have usually been dominated by digital effects giants such as ILM, Blue Sky Studios, and Will Vinton Animation. The official awards ceremony is being held Feb. 8th at Chicago Cultural Center. Each year the winning Mobius commercial entries are featured in the Museum of Broadcast Communications in Chicago and made a part of their permanent collection where the television commercials are available for research and study.

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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)