

# LOST BOYS STUDIOS

**For Immediate Release**  
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## Lost Boys Hits the Jackpots!

Lost Boys Studios reunited with multi-award winning director, Devon **Bolton** (*PJ DDB, Saatchi & Saatchi, Greyhound Canada*), to create a full 3D animated spot for the **Western Canada Lottery Corporation**. Additional filmed elements were also shot by Director of Photography, Craig **Wroblewski**, and utilized in some CG sequences.

Agency, **Palmer Jarvis DDB** (Edmonton) and Creative Director, Christopher **Heatherington** conceptualized the virtual spot with **Apple Box Productions** (Edmonton) heading up production with executive producer, Missy **Geffen** at the helm. Also on board, agency producer, Max **Wawruck** for **PJ DDB** and line producer, Jim **Smith** from **Apple Box**.

The virtual line up included a 15 second spot for both, **Super 7** and **Lotto 649**. Each of these spots included a 10, 7 and 5 second lift. Finally, each of these versions included just over 45 jackpots combined.

The commercial begins on a low angle, revealing a perfect night, complete with crescent moon, stars and purple sky. We observe carnival grounds in the background with a classic 1900's firework ready for lift off.

The Lost Boys team was ecstatic to work closely with Devon on the creative. The treatment and boards were exceptional, making the project clear and concise but with enough room for some internal brainstorming. For Lost Boys Studios, Michael **Stewart** acted as Lead Composer with Kevin **Genzel** assisting in key shots. James **Lau** both modeled and animated the 3D fireworks along with the environment.

The feel of the commercial had to have a nostalgic Coney Island meets Big Top so the creative evolved somewhat to add the "Fun House" and moving "Ferris Wheel" that include the lotto logo colours.

Our largest obstacle was considering the render times for the execution for each of the jackpot amount shots, as well as how each edit would tell the story. Since there were 45 additional renders, Lost Boys had to create a solution that was both technically efficient but still creative enough to suit the rest of the spot. Devon and Michael Stewart spent some one-on-one time with the fireworks explosion and created the final look.

*Michael, James and Kevin always had ideas to elevate each shot and to maximize visual impact while keeping the various economies of the spots in mind. They rolled up their sleeves and applied seemingly unending amounts of imagination and energy.*

- Devon Bolton, Director

The spots are scheduled to air in Alberta, Saskatchewan and Manitoba beginning in May, 2003.

For more information on Apple Box Productions and Devon Bolton please log on to [www.applebox.ca](http://www.applebox.ca)  
For Palmer Jarvis DDB, please log on to [www.pjddb.com](http://www.pjddb.com)

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**Based in Vancouver, Canada, Lost Boys Studios provides VFX & 3D Animation to the commercial, film & TV industry. Visit our website at [www.lostboys-studios.com](http://www.lostboys-studios.com).**

