

## **ELICITING A RESPONSE: TARGETCOM FOR TRUE CREDIT**

**TargetCom, a direct response agency**

based in Chicago, is putting the finishing touches on a three-spot campaign



for True Credit. Earlier in the year, they produced a pair of four-spot campaigns for Hooked on Phonics (which is currently airing nationally) and Cancer Treatment Centers of America (which is due to air soon). All three were shot on 24P HD, using Sony's HDW-F900 camera.

Each campaign features real people giving testimonials about the given products/companies. TargetCom's executive vice president/managing director Tim Claffey used director of photography Sid Lubitsch, citing Lubitsch's work on "Hoop Dreams" and for CNN. "My DP is one of the best documentary shooters anywhere," says Claffey. He also cites the testimonial footage as a reason for using HD. "The cameras were running for almost an hour straight," he says. "That's an obvious reason right there."

Shirley Feldmann served as freelance producer for each campaign. She says she was by impressed Claffey, who served as director and handled both creative and produc-

tion duties. "It's been great, because there's less bureaucracy in getting things done," she notes. Feldmann says TargetCom's approach gave her the financial flexibility to boost production values. For instance, the Cancer Treatment Centers campaign features an original score performed by 18 musicians from the Chicago Symphony Orchestra.

Feldmann was also impressed with TargetCom's commitment to keep work in Chicago. All of the Hooked On Phonics campaign and part of the Cancer Treatment Centers campaign was shot in Illinois using local crews. Editor Joe Langenfeld of PunkVision and audio mixer Brian Reed of BAM! Studio worked on all three campaigns. "[TargetCom is] pretty loyal to their team," says Feldmann. As for his personal involvement in production, Claffey says he's glad to be free from the bureaucracy of big agency life. "There's a lot of inefficiencies there," he says. Claffey particularly enjoys the freedom to do projects the way he sees fit. "This is every creative's dream," he says. (DGS)

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

**screen** magazine

SCREEN MAGAZINE DECEMBER 13, 2004