

# SCREEN

## Super hero returns in new Chevy spots

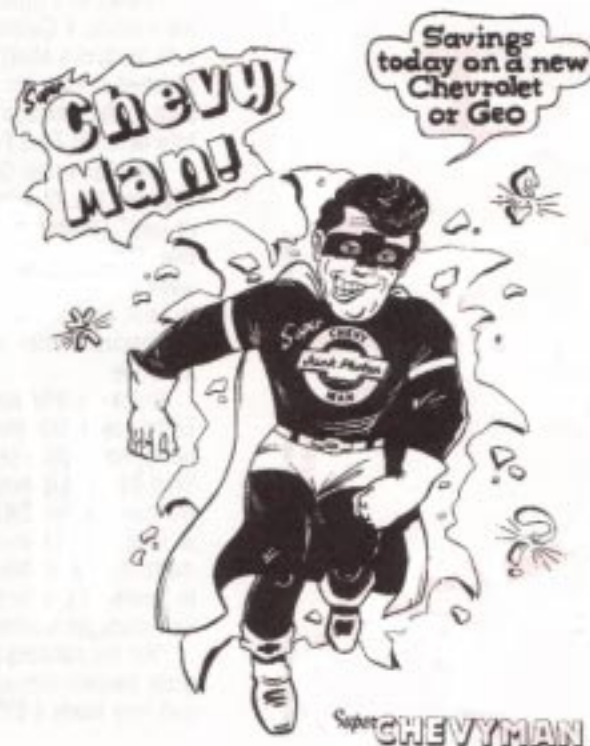
After experiencing success of heroic proportions with its first super hero tv spot in 1991, Berwyn-based Jack Phelan Chevrolet/Geo last week began airing a three-spot campaign mounting the hero's return.

The spots feature the comic book-style super hero Chevy Man. Freelancer Shirley Feldmann, who produced the original campaign, returned to write and produce the new 30-second spots for La Grange Park-based agency Creative Concepts by Clemento. The challenge was to re-use portions of the original campaign and insert three new 15-second storylines—all for under \$10,000.

The result was a fully animated image spot, "Chevy Man to the Rescue," where Chevy Man saves a stranded family on a stormy, deserted road and carries them to safety at Jack Phelan Chevrolet/Geo. The second spot, which introduces new products, merges comic book with reality, as cartoon characters roam a dealership while product footage is seen through a comic book panel. The third spot has a similar theme but focuses on a specific event or promotion with a hard sell.

"The client had so much success with the first spot that he kept using it over

and over again—for two-and-a-half years," Feldmann said. "We needed to design something that could be customized and have a long shelf life." To achieve that, the product and event spots were designed so product shots and prices could be substituted easily.



Chevy Man returns in three new spots for Jack Phelan Chevrolet/Geo that began airing last week.

Janet Clemento was creative director; Terry Schilling mixed sound at Streeterville Studios; freelancer Jim Siergey animated; characters were voiced by Peter Shapiro of Sound Reflections; and Editel's Steve Morrison edited. —Barry Rice ■

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