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360,000 Youtube Hits In Two Weeks For WINDOWSEATpictures

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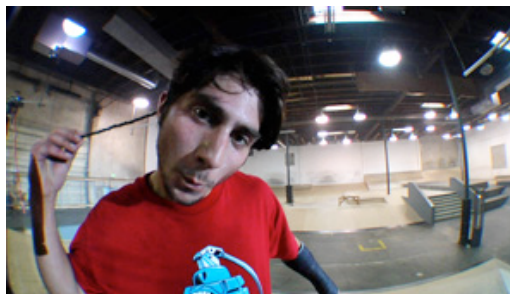
Knocking on Olympic Snowboarder Danny Kass' Door

LOS ANGELES, December 15, 2008 |

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WINDOWSEATpictures, is bringing YouTube viewers into the home of Pro

Snowboarder Danny Kass for a recent Totino's viral campaign. The spots, directed by WINDOWSEATpictures' own Bill Kiely are part of a Winter X Games promo for the General Mills brand. The spots were helmed by the creative team at Publics New York, Patrick Clarke, Jessie Perlin and Jillian Cordes.



Pro Snowboarder Danny Kass

The project is a follow-up to last year's collaboration with Publicis in which WINDOWSEATpictures shot a 23-episode campaign, tracking FUEL TV's Ken and Den along a Totino's-sponsored road trip to the 2007 Winter X Games. That promotion saw a dramatic spike of 10% in Totino's Pizza Roll sales, leading Totino's Marketing Director, Jason Bennicoff, to bring the team back for this year's viral hit.

The 2008 digital promo engages viewers to create their own extreme video. WINDOWSEATpictures will then be creating a Totino's commercial with the usergenerated content, which will air nationally during the Winter X Games. The web spots feature two-time Olympic Silver Medalist and seven-time X Game Medalist, Snowboarder Danny Kass, in rare-seen footage of him skateboarding in his hometown of Portland. The piece also features skateboarding feats from Snowboard Pros Tom Ryen, Dennis Biongiorno (of last year's Totino's promo) and Willis Kimble.

The WINDOWSEATpictures team is especially accomplished in both the viral and action sports arenas. Past web credits include Bud Light, US Air Force and Monster Energy Drink. As for understanding the best atmosphere to shoot board sports, Director Bill Kiely comments, "The key to success with these guys on this type of shoot is creating a conducive workspace and balanced client expectation". Bill continues, "by speaking the language and participating in the sports ourselves, we fall into a groove that feels natural during production."

WINDOWSEATpictures EP Moz Mirbaba also appreciates the approach to their productions, noting that "this company knows how to unite the core aspect of action sports with corporate sponsorship. At the end of the day, authenticity really matters to these viewers that live a life consumed by skate, snow and surf."

And of course, the tone of camaraderie on the shoots isn't hurt by the fact that Bill and Moz are often seen themselves snowboarding with Danny and the other pros on their free time. The Totino's spots were finished in-house at WINDOWSEATpictures, which boasts full post-production capabilities, as well. Since being posted, the spot has generated almost 360,000 hits on Youtube.

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CREDITS

Product: Totino's
Client: General Mills
Title: Roll Into the WinterX Games
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ABOUT WINDOWSEATpictures

Founded by Creative Director/Director Bill Kiely and Executive Producer Moz Mirbaba, WINDOWSEATpictures is a full service production and editorial facility with a unique vision. Focusing on storytelling through various forms of documentary filmmaking, WINDOWSEAT's inventive take on production has garnered the appeal of major brands such as: Vans, US Air Force, FUEL TV, Volcom, Budweiser, General Mills, Maloof Money Cup, NBC, MTV, Sony Music, Rockstar Energy Drink, Red Bull, and Epitaph Records. www.windowseatpictures.com

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