

GAME ON

TRON: LEGACY'S IMMERSIVE JOURNEY

Walker/Fitzgibbon cools off Mario Lopez via Celsius campaign



HOLLYWOOD — Walker/Fitzgibbon TV and Films (www.walkerfitzgibbon.com) collaborated with Omni Advertising to direct and produce a national campaign for Celsius, a new calorie-burning drink. The campaign features TV personality Mario Lopez and shows his workouts, which keep him fit. "Celsius. It's what keeps Mario moving," is the tag.

Mo Fitzgibbon directed the project, which was executive produced by Gail Yaciuk at Omni. The shoot involved numerous set ups with body action sequences captured in both still photography and HD live action simultaneously. Michael Pescasio was the DP, capturing live-action poses and physical movements.

Walker/Fitzgibbon motion graphics designer Brant Wells designed the 3D textured brush and multi-layered graphic environment in which Lopez runs and kicks. Over 30 stills were cut out in Photoshop using the Topez Re-Mask plug-in, helping to save time. HD footage was then rotoscoped in After Effects. Brush stroke elements were masked with textures and other elements, and placed in Z-space to swirl around the spokesperson.