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WALKER/FITZGIBBON, OMNI ADVERTISING TAKE HONDA "I LIKE IT" CAMPAIGN CROSS-COUNTRY

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Honda - WFTVF Director/DP Robert Walker with DP Max Fischer - Virginia Beach

# Walker/Fitzgibbon, Omni Advertising Take Honda "I Like

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

## It" Campaign Cross-Country

*Positions award-winning Honda line against a backdrop of major landmarks in cities across U.S.*

**LOS ANGELES** --(SPW)-- Walker/Fitzgibbon TV & Film [WFTVF], in association with Omni Advertising, takes over highways across the U.S., filming running footage for Honda Associations' "I Like It" campaign. Helmed by veteran Executive Producer Mo Fitzgibbon and her partner, Director/DP Robert W. Walker, the company was on a four-state, ten-city mission with a convoy of cops and 26 picture-perfect Honda vehicles of every model.

The concept was to show off Honda's award-winning line against a backdrop of major landmarks in the featured cities across the country. The footage is currently being used in the ad agency's broadcast commercials in each territory. WFTV has also created a series of behind-the-scenes webisodes that are featured in social media and on the agency and dealer group websites.

The shoot ranged from Miami to Orlando FL, then up through the eastern seaboard to Norfolk-Hampton Roads-Virginia Beach VA and on to Columbus OH before winding back to Florida's Gold Coast, Tampa-St Petersburg-Clearwater. The brilliant production team behind WFTVF included Directors of Photography Egon Stephan Jr. [Miami - Tampa], Jordy Klein [Orlando], Max Fischer [Norfolk-Hampton Roads-Virginia Beach] and Jeff Barklage [Columbus OH]. Producers Dawson Peden, Jeffrey Frizzell, Darryl Beckerleg, Cory Wills, Elizabeth Rutledge Overcast and Jonathan Chambers were the front-line power behind this massive production.

Behind the scenes, photographers and videographers Jonathan Franklin, Jeff Wills and Mark Emery - known for his work on Discovery and NatGeo - documented the arduous productions while traveling at high speeds on the camera cars, capturing incredible footage of the vehicles, crews and talent in action. Along with the camera cars, coverage in each city was shot on a minimum of two maxed-out RED ONE and EPIC-X camera packages, Enlouva and Techno Cranes, fully loaded and rigged with GOPROS.

Over a six-month period beginning in 2013 ending in 2014, Executive Mo Fitzgibbon plotted out the extravagant productions. She says, "Weather was an issue; we had to shut down a few times during hurricane season and then with fall and winter coming we were losing the leaves on the trees, so to speak! We had to keep moving. We lived for ACCU-WEATHER predictions. Our budget was very tight and we were bringing equipment and crews from all over the US."

The production tour started fast and furious - covering South Florida's Miami-Ft. Lauderdale beaches, expressways and instantly recognizable South Beach area. Blessed with typically perfect weather, the crew completed not only running footage set against Key Biscayne, downtown Miami and Coconut Grove but a series of ultra-high-resolution beauty shots were captured of every vehicle, destined for glossy print ads and dealership collateral material.

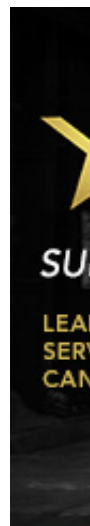
The next stop for Walker/Fitzgibbon and Omni was the streets of steamy Orlando FL with co-production company Jordan Klein Film and Video. WFTVF Director/DP Robert W. Walker and DP Jordy Klein worked in sync with Producer/AD Darryl Beckerleg to navigate the highways, lakes, skyline and the well-known City of Orlando Downtown district.

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As the summer rainstorms moved into West Virginia, the sun shone for the team while cruising through beautiful and historic Virginia Beach VA. DP Max Fischer captured amazing scenic shots of the beach, national buildings, and military ships. Producer Jeffery Frizzell of 44 Productions ran the production on military time as he battled through hectic situations on the roads of Norfolk, Hampton Beach and Virginia Beach in order to meet up with the battleships in the harbor for the Honda hero vehicle shots at sunset. The Virginia Film Office, city officials and the townspeople welcomed the production. Providing top-notch escorts through the towns, the Virginia Beach Task Force made WFTVF and Omni feel like they owned the streets!

Columbus Ohio and Ohio State University made the Walker/Fitzgibbon team feel like absolute royalty. DP Jeff Barklage shot the town from all sides with Honda vehicles in every frame. Producer Cory Wells of Skreeman Media strategically guided her team into rarely granted shooting locations at the Ohio Statue University Stadium Rotunda; Downtown Columbus; and quaint neighborhoods throughout the city; then on to the Honda manufacturing facility in Marysville. Videographer Jeff Wills covered the behind the scenes.

The just-completed tour wrapped in Tampa-Clearwater-Saint Petersburg FL. WFTVF Director/DP Robert Walker, Cinevideotech DP Egon Stephan Jr., Production Manager, Elizabeth Rutledge Overcast and Assistant Director Jonathan Chambers, all long-time Floridians, knew how to shoot the city and what was needed to make it happen. With a cast of seventeen actors, four cameras, a camera car and crane in tow, the production landed in an iconic beachfront park after filming running footage on the Gold Coast's famous bridges and along the coastline. The team created a 360-degree set in the park with Honda vehicles lined up against a gorgeous blue sky and ocean background. Behind the scenes, DP Jonathan Franklin shot stunning eye-catching photographs and video of the entire production.

Production equipment houses from Miami, Chicago, Cincinnati, Richmond and Orlando assisted WFTVF with camera packages provided by CINEVIDEOTECH, GEARHEAD CAMERAS, BARKLAGE CINEMATOGRAPHY and JORDAN KLEIN VIDEO AND FILM.

**Walker/Fitzgibbon TV** and Film is an innovative, full-service Production Company based in Los Angeles CA. Experienced in producing and directing national commercials, music videos, television shows, specials, documentaries and digital media. The company's clients include: NBC, FOX, ID DISCOVERY, LIFETIME, HBO, MTV, VH1, CMT, SONY TELEVISION, and SONY MUSIC.

Walker/Fitzgibbon has received worldwide recognition for its top-of-the-line productions and has garnered countless awards including New York Film Festivals, Grammy nominations, Telly Awards, as well as numerous Gold and Silver Addys, Addy Award BEST OF SHOW (Primetime Emmy Consideration) and NCLR's ALMA Bravo Award for 'Outstanding Made for Television Documentary'. Along with their excellent production capabilities, they also have state-of-the-art postproduction with top-notch personnel. They are a hands-on group from concept to completion.

Check out the company website at [www.walkerfitzgibbon.com](http://www.walkerfitzgibbon.com) or on [Facebook](#) or [Vimeo](#).

#### **HONDA TAMPA Credits**

Ad Agency: **Omni Advertising**, Production Company: **Walker/Fitzgibbon TV Film**, Executive Producer - Mo Fitzgibbon, - Director/Director of Photography - Robert Walker, Director of Photography - Egon Stephan Jr., Producer/Production Manager - Elizabeth Overcast, Producer/Assistant Director - Jonathan Chambers, Behind the Scenes Photographer -

Jonathan Franklin, Line Producer- James Wenn, Production Coordinator - Nikia Lane, Camera Department/DIT - Sarah Roldan, 1<sup>st</sup> Assistant Camera - Joe Boylan, 2<sup>nd</sup> Assistant Camera - Xabier Landa, Camera Car - TJ Beady, Crane Operator - Rick Baylog, Stylist - Donna Riggs, 1<sup>st</sup> Production Assistant - Gina Tripp, 2<sup>nd</sup> Production Assistant - Khris Colgate, Car Detailer - Per Dan Friedman, Picture Vehicle Driver 1 – Anthony Melillo, Picture Vehicle Driver 2 – Shawn Olson, Picture Vehicle Driver 3 – Stephen Overcast, Picture Vehicle Driver 4 – Lisa Roberts, Picture Vehicle Driver 5 – Paige Tripp, Picture Vehicle Driver 6 – Robbie Walker, Seven Model & Talent: Trini Kirtsey, Kayla Brown, Darrin Ortiz, Angelina Glover, Kinley R., Jered Allen, Paige Tripp, Vanessa Vargas, Stephen Overcast, Elizabeth Overcast, CineVideoTech, Jordan Klein Video and Film- Camera Car, The B&H Web Team, Crown Honda, Asis Insurance, Pinellas County Sheriffs Department - Risk Management - Elizabeth Farley, City of St. Petersburg – Catherine Bernoskie, Tampa Police Department, Chief of Police – Jane Castor, St. Petersburg/Clearwater Film Commission – Jonni Watts.

### **HONDA MIAMI Credits**

Ad Agency: **Omni Advertising**, Production Company: **Walker/Fitzgibbon TV Film**, Executive Producer – Mo Fitzgibbon, Director/Director of Photography – Robert Walker, Director of Photography – Egon Stephan Jr., Line Producer - James Wenn, Producer – Gaither Dawson Peden, 1<sup>st</sup> Assistant Camera – Brett Frey, 2<sup>nd</sup> Assistant Camera – Xabier Landa, Behind The Scenes Photographer – Jonathan Franklin, Camera Car Driver – Cary Enfurth, DIT – Sarah Roldan, Camera Crane Tech 1 – Myles Eruth, Camera Crane Tech 2 – Wesley Riley, Picture Car Driver 1 – Austin Hammer, Picture Car Driver 2 – Joey Myers, Picture Car Driver 3 – Len Besinger, City of Miami Police Department, Miami Dade County Film & Entertainment Office – Sandy Lighterman, Camera House – CineVideoTech, Bigshot Productions- Camera Car.

### **HONDA ORLANDO Credits**

Ad Agency: **Omni Advertising**, Production Company: **Walker/Fitzgibbon TV Film**, Executive Producer - Mo Fitzgibbon, Director/Director of Photography - Robert Walker, Director of Photography - Jordan Klein, Producer/Assistant Director - Darryl Beckerleg, Line Producer - James Wenn, 1st Assistant Camera - Ben Klopfenstein, 2nd Assistant Camera - Mike Cook, Camera Car Driver - Jim Killion, Support Vehicle - John Dann, Production Assistant - Josh Bain, Photographer - Mark Emery, Car Detailer - Darrel Allen, Picture Car Driver 1 - Buck Miller, Picture Car Driver 2 - Kyle Taylor, Picture Car Driver 3 - Michael Dalton, Picture Car Driver 4 - Carleigh Rayment, Orlando PD 1 - Robert Baxter, Orlando PD 2 - Rey Rivero, Orlando PD 3 - Darrell Wring, Orlando PD 4 - Scott Boos, Orlando PD 5 - Vince Ogburn, Orlando PD 6 - Orlando Rolon, Orlando PD 7 - Keith Vick, Orlando PD 8 - Rey Revero, Orlando Film Office - Amy Nettles, Co Production Company - Jordan Klein Video and Film- Equipment, Camera Car, FilmCar Storage and Pick-up - Classic Honda.

### **HONDA VIRGINIA BEACH Credits**

Ad Agency: **Omni Advertising**, Production Company: **Walker/Fitzgibbon TV Film**, Executive Producer - Mo Fitzgibbon, Director/Director of Photography - Robert Walker, Director of Photography - Max Fischer, Producer - Jeffery Frizzell - 44 Productions, Line Producer - James Wenn, Camera Assistant (Crane Cam) - Jonny Meyer, Camera Assistant (Fixed Cam) - Mike Bibbo, Camera Crane Tech - Rick Baylog, Grip - Matt Haycox, Production Assistant & Picture Car Driver 1 - Mike Pollock, Picture Vehicle Driver 2 - Mike Diller, Picture Vehicle Driver 3 - Jay Gates, Picture Vehicle Driver 4 - Jay DeJesus, Picture Vehicle Driver 5 - Frank Wright, Car Detailer - Charles Edwards, Behind the Scenes Editor – Evan Campbell, VA Beach PD 1 - Detective Sergeant Charles “Chip” Condon (Main Contact), VA Beach PD 2 - Lissa M Bauder, VA Beach PD 3 - James Bauder, Norfolk PD - Lt. Joe Branning (Main Contact), Camera Gear - Gearhead Camera Inc., Camera Car & Crane - Jordan Klein Video and Film, Grip Package - New Deal Production Services LLC, Insurance Company - ASIS Financial, Norfolk Film Permit - Mary Keough, VA Beach Film Permit - Bill Kelly, Virginia Film Office - Andy Edmunds,

Hampton Roads Film Office, Honda Dealership - Hall Honda, Locations: VA Beach Fishing Center Parking Lot, Rudee Inlet Bridge, City of VA Beach - VA Beach Boardwalk, City of VA Beach - Cape Henry Lighthouse & Old Cape Henry Lighthouse, City of VA Beach - Shore Drive, City of VA Beach - Lesner Bridge, City of VA Beach - Parking Lot at Bubba's Marine, Town Center Fountain, Nauticus & Half Moon Cruise Terminal, Town Point Park, Scope & Chrysler Hall, Wisconsin Square.

### HONDA OHIO Credits

Ad Agency: **Omni Advertising**, Production Company: **Walker/Fitzgibbon TV Film**, Executive Producer - Mo Fitzgibbon, Director/Director of Photography - Robert Walker, Producer - Cory Wills, Director of Photography - Jeff Barklage, Line Producer - James Wenn, Assistant Director - Jeffrey Wills, Camera Tech (Crane) - Tom Cherry, Camera Tech/DIT (Fixed) - Alberto Viglietta, Camera Car Driver - Phil Contursi, Jimmy Jib Operator - Clark Gray, Key Grip - Brad Keplinger, Picture Vehicle Driver 1 - Casey Benjamin, Picture Vehicle Driver 2 - Anne Hays, Picture Vehicle Driver 3 - Heather Glass Oaks, Picture Vehicle Driver 4 - PJ Schreiner, Picture Vehicle Driver 5 - Robbie Walker, Car Detailer - Bill Clinton, Columbus Police Officer 1 - Ken Huck, Columbus Police Officer 2 - Ronnie Turne, Columbus Police Officer 3 - Vincent Houpe, Honda Dealership: Lindsay Honda - Danielle Browning, Barklage Cinematography, Skreeman Media, Camera Car/Jimmy Jib - Bennett Grossman, Central Grip & Lighting, City of Columbus Police Dept - Raechelle Holmes, City of Columbus Permit Office - Tim Swauger, Insurance - ASIS Financial.

## Walker/Fitzgibbon TV & Film Presents - Honda "I Like It" - Virginia Beach

from **Mo Fitzgibbon** PRO

01:04

**HD**

### ScreenWork Credits:

Ad Agency: **Omni Advertising**

**Production Company: Walker/Fitzgibbon TV Film**

*Executive Producer* - Mo Fitzgibbon , *Director/Director of Photography* - Robert Walker, *Director of Photography* - Max Fischer, *Producer* - Jeffery Frizzell - 44 Productions, *Editor* - Evan Campbell

**Virginia Crew**

*Camera Assistant (Crane Cam)* - Jonny Meyer *Camera Assistant (Fixed Cam)* - Mike Bibbo *Camera Crane Tech* - Rick Baylog *Grip* - Matt Haycox *Production Assistant & Picture Car Driver 1* - Mike Pollock  
*Picture Vehicle Driver 2* - Mike Diller *Picture Vehicle Driver 3* - Jay Gates *Picture Vehicle Driver 4* - Jay DeJesus *Picture Vehicle Driver 5* - Frank Wright *Car Detailer* - Charles Edwards

**VA Beach Police Department**

*VA Beach PD 1 - Detective Sergeant* Charles "Chip" Condon (Main Contact) *VA Beach PD 2* - Lissa M Bauder *VA Beach PD 3* - James Bauder

**Norfolk Police Department**

Norfolk PD - Lt. Joe Branning (Main Contact)

**Equipment Rentals**

*Camera Gear* - Gearhead Camera Inc. *Camera Car & Crane* - Jordan Klein Video and Film *Grip Package* - New Deal Production Services LLC  
*Insurance Company* - ASIS Financial c/o Alan Schlaifer

*Norfolk Film Permit* - Mary Keough *VA Beach Film Permit* - Bill Kelly *Virginia Film Office* - Andy Edmunds, Hampton Roads Film Office

*Honda Dealership* - Hall Honda

**Locations**

VA Beach Fishing Center Parking Lot; Rudee Inlet Bridge; City of VA Beach - VA Beach Boardwalk; City of VA Beach - Cape Henry Lighthouse & Old Cape Henry Lighthouse; City of VA Beach - Shore Drive; City of VA Beach - Lesner Bridge; City of VA Beach - Parking Lot @ Bubba's Marine; Town Center Fountain; Nauticus & Half Moon Cruise Terminal; Town Point Park; Scope & Chrysler Hall; Wisconsin Square

[Click for video sourcepage and sharing options](#)

**Contact:**

Walker/Fitzgibbon TV & Film  
323-878-0500

Mo Fitzgibbon, Executive Producer

[Contact Mo via email](#)

or Robert W. Walker, Director/Producer

**SPW Category:** [New ScreenWork Releases \(commercial, film, TV, online, etc\)](#)

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