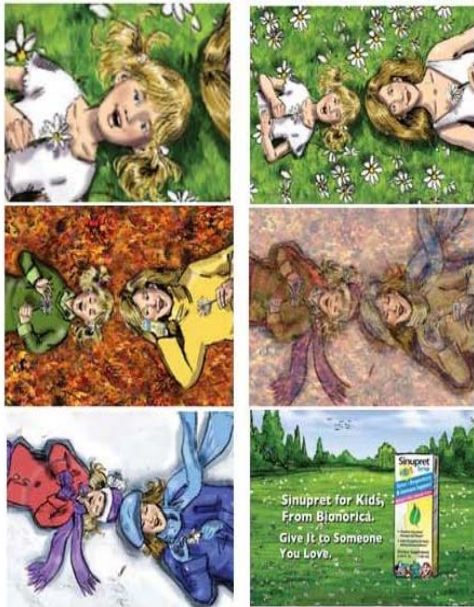


Video & Film Production

Client: Bionorica

Event: *I Love You More*

30 Second Commercial



The Program:

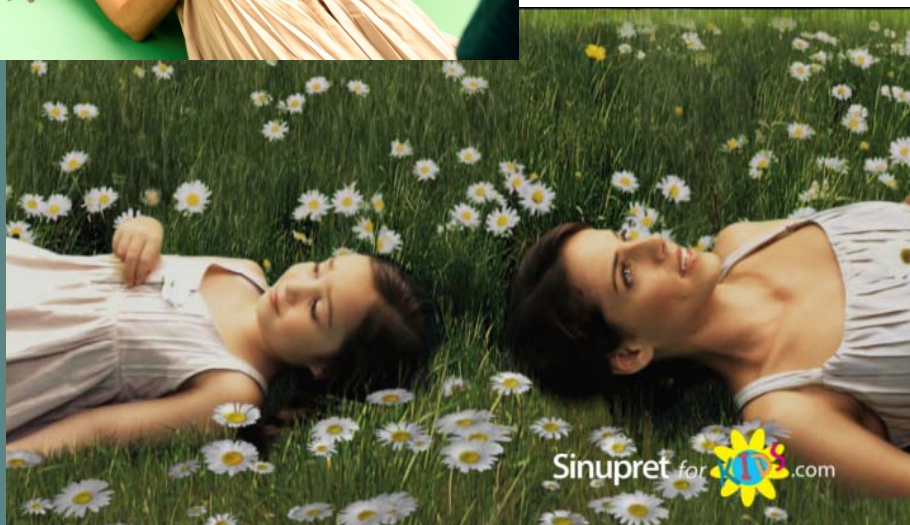
Create a visually memorable 30 second broadcast commercial to launch this successful European children's cold remedy in the US.

The Challenge:

Compete with "Madison Avenue" to win the account.

The Solution:

With fresh creative thinking and nimble budgeting and scheduling, CBC teamed with the LA based Adtenna Agency to help Bionorica gain placement with key retailers in the US, and at the same time capturing the broadcast account for Adtenna/CBC.



The Result:

The first in a series of broadcast commercials, written and produced by Adtenna/CBC for Bionorica aired in the fall of 2008..

