

# THE REEL

THE REEL SHOWCASES THE BEST INTERNATIONAL TV ADVERTISING AND IDENTIFIES THE CREATIVE TEAMS BEHIND THESE CAMPAIGNS. IT IS THE FIRST TO SPOT AWARD-WINNING EXECUTIONS MONTHS BEFORE THE FESTIVALS AND CEREMONIES TAKE PLACE.

## Best in Show

Producing the most visually arresting TV advertising within the confines and restrictions imposed by the brief is the ultimate challenge for any creative. The Reel reviews the best of the best, discovers who made them and identifies those on the highway to award success. Published online and accompanied by a monthly DVD, The Reel's subscription-based service is used by the creative community as inspiration for future campaigns, as a talent scout for rising stars and as a directory of contact details.

TheReel.net, The Reel's online resource, is the most extensive online screening room of international advertising. Updated daily, the site contains more than 50,000 of the most innovative TV ads. All spots featured are fully researched and cross-referenced and available to view instantly. The advanced search functionality enables users to browse the archive by agency, production company, director and editor.



THE REEL IS PUBLISHED ONLINE AND IS ACCOMPANIED BY A COMPILATION DVD

## BENEFITS

- **See award winning advertising** – access to 50,000 of the world's most creative spots dating back to 1985
- **Know who's behind the ads** – each ad has full agency and production credits
- **Discover new creative talent** – award winning short films, pop promos and ones to watch also featured
- **Share and compare creativity** – personal playlists can be created, and emailed to colleagues
- **International DVD** – International DVD, showcases the very best creative from all over the world

## VIEWING CREATIVE SPOTS AND THE PEOPLE BEHIND THEM



**ADIDAS**

David Beckham

DATE

COUNTRY

ISSUE FEATURED

AGENCY

CREATIVES

CREATIVES

CREATIVES

PRODUCTION

DIRECTOR

DIRECTOR

PRODUCER

DIRECTOR OF PHOTOGRAPHY

EDITOR

POST PRODUCTION

MEDIA TYPE

12/Mar/07

UK

[UK Review Mar/07](#)

[180, Amsterdam](#)

[Sean Thompson](#)

[Dean Marvon](#)

[Andy Fackrell](#)

[Richard Bullock](#)

[Passion Pictures, London](#)

[Dean Marvon](#)

[Sean Thompson](#)

[Russell McClean](#)

[Alex Melman](#)

[Jamie Foord](#)

[Passion Pictures, London](#)

Television

**DESCRIPTION**

Continuing the adidas campaign involving athletes describing and drawing pivotal moments in their career is this execution featuring David Beckham

Preview, share or order all creative work

Full agency / production credits and creative description, with hyperlinks to other related work



## Just say YES!

- To a DVD delivered straight to your door with the month's best work
- To more than 50,000 ads, short films and promos
- To the largest online creative archive on the planet
- To discovering the hottest new talent on the global creative scene
- To over 25 years of the world's best creativity
- To a weekly 'hit list' dropping in your inbox

If you have any question regarding THE REEL please do not hesitate to contact THE REEL on: **+612 9956 6888** or mail: [xtreme@xtremeinfo.com.au](mailto:xtreme@xtremeinfo.com.au)

Name: ..... Job Title: .....

Company: .....

Address: .....

E-Mail: ..... Telephone: .....

**Which REEL?**

Web access  
\$1200 (plus gst)

International  
\$2380 (plus gst)

Payment Method: Bank Transfer (details on request)  Credit Card

Credit Card: Visa  Mastercard

Name on Card: ..... Card Number: .....

Expiry Date: ..... Signature: .....

**Please return this order confirmation by fax to: +612 9956 6291**