

The Best Work You May Never See: CLAY Family Dealerships' "Naked" Directed By Gregory Roman

Type: Screenwork

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This is your standard camera set-up in a car dealer showroom--well not quite so standard in that the pitchman is naked, covered only by a strategically placed paper invoice he's holding with both hands.

"When you come to buy a car at CLAY," he says, "we'll show you everything--beginning with the actual invoice for the car you're looking at."

That way, he continues, the customer sees the "naked price" and doesn't have to take a dealership's word for what it paid for the automobile to begin with.

As the camera zooms in on the invoice, he notes, "There are no hidden costs. No inflated invoices. Just a true price that we can sell the car at and make a reasonable profit."

The camera pulls back to show us the man amongst the cars in the showroom. "Touch it. See it. Hold it," he says, noting that he's referring to the invoice."

The spot is tagged by a dontgettaken.com website address for CLAY Family Dealerships in Norwood, Dedham and West Newton, Mass.

"Naked" was part of a campaign directed by Gregory Roman of Magic Box Films, South Easton, Mass., for agency Boathouse Group, Waltham, Mass.

The Boathouse creative ensemble included creative director James Overall, copywriter Bob Fitzgerald, art directors Margaret McGovern and John Emmert and producer Kim Daniels.

Mitchell Rosenwald executive produced for Magic Box, with Seth Dumont serving as production manager. The DP was Patrick Ruth.

Editor was freelancer Shondra Burke.

The spot is scheduled to debut on air in early April.



