

ADWEEK

HOME REGIONAL NEWS IN PRINT CREATIVE BEST SPOTS

BestSpots

Parker Hannifin | "Hippity Hop"

Brokaw/Cleveland



When a girl is blown off a Hippity Hop after it pops, Dad comes to the rescue. Leaving his daughter stuck in the bushes, he picks up the broken toy (still releasing air) and experiences a revelation. Graphic: "Engineers see the world differently." At the office, the man puts his idea to work. "A compressed-air roller coaster. You must really like kids," says an impressed boss. VO: "At Parker, we help engineers turn inspiration into innovation." It's a smart way to pitch a motion-control-technology company.

Credits:

Agency/Location

Brokaw/Cleveland

Creative Director

Greg Thomas

Art Director

Brian Gillen

Copywriter

Tim Brokaw

Agency Producer

Ellen Stafford

Production Company

Backyard Productions

Director

Kevin Smith

Director of Photography

Randy Arnold

Editor

Bob Mori/Coop Editorial

Music

Andrew Batcheler/Parker Hannifin

Motion Design

Gregg Brokaw/Brokaw Motion

Sound Design

Commercial Recording

Principal Talent

Boss: William Blakesley. Girl: Lily Goff. Dad: Harry Murphy