

## Chelsea Pictures' director Larry Frey has completed the spot 'Hammer' for Scion xB with creative agency ATTIK

A new set of viral spots debuted on March 15 on [www.want2Bsquare.com](http://www.want2Bsquare.com), the focal point of global creative and brand-engineering agency ATTIK's pre-launch campaign for the 2008 Scion xB.

In the bizarre and enchanting new spot entitled "Hammer," Chelsea Pictures' director Larry Frey presents a story about a mysterious black box. To reveal the truth within the box, Frey enlists two unusual characters who give it their all to force the object open. The two gentlemen share a quirky trait, in that both men strip down to their underwear before they can begin their fight against the box. As the two try everything from banging on the box to putting a chainsaw to it, the puzzling container resists all acts of destruction. Not until the men have completely given up does the black box reveal itself.

Frey was one out of a group of directors asked to create ideas for this viral campaign by ATTIK, under the creative direction of Simon Needham, the company's Co-Founder and Group Creative Director. To promote the unique xB, directors were encouraged to be as creative and forward thinking as possible. Spot lengths were allowed to be anywhere from five seconds to five minutes, and the only requirement was including a square-headed figure in the final piece.

This spot is an innovative, individualistic piece of work. The two eccentric characters signify Frey's trademark by showcasing his ability to create one-of-a-kind personalities to tell his story. "Hammer" makes you think and laugh all at the same time.

For more information on the 2008 Scion xB pre-launch campaign, please visit:

[www.darnellworks.com/attik/square.htm](http://www.darnellworks.com/attik/square.htm)

For more information on Larry Frey, please visit:

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