

**BIG FOOTE MAKES MUSIC FOR SWEET SHOP VIA ATTIK FOR  
SCION xB VIRAL "BOXBITE"**

**NEW YORK, NY – March 6, 2007** – Music and sound design company **Big Foote** ([www.bigfoote.com](http://www.bigfoote.com)) recently completed music for **Scion** and **ATTIK** in an internet viral piece entitled "Boxbite." A joint venture with production company **Sweet Shop**, the spot is designed to live inside of – and promote – the website ATTIK created as a focal point of a campaign supporting the release of the 2008 Scion xB. The site went live on Feb. 23 at [www.want2Bsquare.com](http://www.want2Bsquare.com).

Invaded by an army of strange geometric characters, an unsuspecting man finds himself plagued with the sudden appearance of squares. Foreshadowing bizarre events to come in spilled coffee grinds and open windows, the man begins to hear the giggles of an unseen creature. The spot ultimately ends with the victim discovering that, after being bitten by a tiny cubed creature, his head has morphed into a square.

Recommended to ATTIK by Sweet Shop Executive Producer Steven Shore, Big Foote presented a body of work for the project, from which the agency selected the track composed by Big Foote founder Sherman Foote. The score echoes the hollowness of seemingly mundane events while hinting at the beauty of the oddities that lurk.

**Credits:**

Client: Scion

Agency: ATTIK  
Group Creative Director: Simon Needham  
Creative Director: Wayne Hanson  
Account Director: Charlie Adams  
Senior Producer: Michele Morris

Production Company: Sweet Shop  
Director/Writer: Paul Riccio  
Exec Producer: Steven Shore  
Head of Production: Megan Kelly  
Line Producer: Sabrina Tubio-Cid  
DP: Derek McKane

Telecine Company: Nice Shoes  
Colorist: Ron Sudul

VFX/Editorial/Sound Design Company: Crew Cuts  
Editor/Sound Designer: Clayton Hemmert  
Asst Editor: Brian Neaman & Jon Daniel  
Conform: Alex Serpico  
Special FX: Alex Serpico  
Producer: Michelle Bellaff

Music Company: Big Foote Music  
Composer: Sherman Foote  
Executive Producer: Ray Foote

Final Mix Company: Buzz  
Mixer: Mike Marinelli

Principal Talent  
Actor: Eric Walton

### **ABOUT BIG FOOTE MUSIC**

New York City-based music house Big Foote Music was founded in 1994 by brothers Ray and Sherman Foote. Fostering a creative environment, the collective of musicians continually pushes the boundaries of music and sound design in advertising and beyond.

The company creates award-winning work for top brands including American Express, BMW, Cingular Wireless, Fedex, Mastercard and Pepsi, and continues to work with premier agencies including BBDO, McCann, Ogilvy and TBWA Chiat Day.

Big Foote continues to explore new frontiers with their move beyond traditional television advertising to feature films for the “silver screen.” Their most recent claim to fame was completing music for “Enron: The Smartest Guys In The Room,” which was nominated for an Oscar.

Big Foote garnered an award at the 2005 AICP show for their work on a NYC2012 Olympics piece.

More information on Big Foote Music may be found at [www.bigfoote.com](http://www.bigfoote.com).

Big Foote: Making Lives Better Through Music.