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NEW HALO 3 CAMPAIGN GOES TO AIR VIA GO FILM

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The new Xbox Halo 3 campaign directed by Simon McQuoid from GO Film for McCann Erickson San Francisco.

Said McQuoid: "The key for us was imagining the reality of it, the characters, the actors, the performances. The CGI and effects are simply support to tell human genuine stories. I wanted an actor who could portray a world-weary warrior who has been through a lot, but who also has sensitivity. Ultimately, I am drawn to performances with integrity and humanity about them; these war veterans needed to feel totally genuine in the way they paid homage to the Master Chief. He is after all, the quintessential unsung hero."

Simon also gave us an anecdote from the set: "During the shoot, bloggers were working feverishly to uncover and share the filming location. It's understandable. I play Halo myself. I'm a fan. I tried to infuse my spots with the right excitement for my fellow gamers. I worked a lot at getting the details right, making sure it would resonate with the fans and have a visceral quality to it."

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Product : xbox - halo 3
Agency : McCann San Francisco
Creatives :
Director(s) : • 🧑 Simon McQuoid
Prod. Co. : Go Film
Country : United States of America
Other Credits : Agency: McCann, San Francisco, T.A.G.
Executive Creative Director: Rob Bagot, John McNeil
Group Creative Director: Scott Duchon, Geoff Edwards
Creative Director: John Patroulis
Copywriter: Rick Herrera
Art Director: Ben Wolan
Sr. Agency Producer: Vince Genovese

Production Company: GO Film/bicoastal
Director: Simon McQuoid
DP: Antonio Calvache
EP(s): Robert Wherry, Jonathan Weinstein, Gary Rose
Producer: JD Davison

Editorial: Spotwelders
Editor: Dick Gordon
Assistant Editor: Dahkil Hausif
Editorial EP: Tommy Murov
Telecine: Company 3
Colorist(s) Sean Coleman/LA; Tim Masick/NY
Online: R!OT/NY
Post/Effects:
"HUNTED"
VFX Supervisor: Jabbar Raisani
2D Supervisor: Craig Simms
Lead 3D Artist: Greg Smith
2D Artist : Joe Pepe
Systems Engineer: Jason Lopes
"ENEMY WEAPON"
VFX Supervisor: Jabbar Raisani
Animatronic FX Supervisor: J.Alan Scott
2D Supervisor: Craig Simms
Lead 3D Artist: Greg Smith
2D Artist: Joe Pepe

2D Artist: Jim Charmatz
Systems Engineer: Jason Lopes
Music: Asche & Spencer
Composer: Thad Spencer
Sound Design: Amber Music
Sound Designer: Bill Chesley
Audio Post: Schwartz Recording
Mixers: Fernando Ascani, Howard Schwartz
Shoot Location: Los Angeles