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Computer Support, Can You Rock to This?

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Christopher Guest, the actor, writer and director famous for spoofs like “This Is Spinal Tap,” “A Mighty Wind” and “Best in Show,” has two music videos coming out today.

His fans may recognize his signature style — lots of music and earnest self-parody — but not the products that the videos are pitching: the vPro and Centrino Pro from [Intel](#), which are used by information technology professionals to maintain and repair computers securely and remotely.

The videos’ soundtracks are two songs written by Mr. Guest and his longtime collaborator, C. J. Vanston, which incorporate technical terms specified by Intel. Samples include the Melissa virus (which arrived in many e-mail boxes a few years ago, usually with the message, “Here is that document you asked for ... don’t show anyone else ;-))”) and PEBKAC, which stands for “problem exists between keyboard and chair” and is used by I.T. folks to refer to clueless users.

Intel hired Mr. Guest to create two two-minute videos about vPro, which was introduced in 2006, and Centrino Pro, introduced in the spring, as part of a decision to forgo more traditional advertising.

Nancy Bhagat, vice president of integrated marketing for Intel, said she hoped the films would “help us break through and reach out to the audience” of I.T. professionals. The concept for the videos was developed by McCann Erickson and MRM Worldwide, a digital marketing company, both owned by [Interpublic Group of Companies](#).

Intel will post the videos on a variety of Web sites. Some of them, like [InformationWeek.com](#) and [Gizmodo.com](#), are for techies, but others, like YouTube.com, are not.

I.T. people are a “huge fan base” for Mr. Guest, Ms. Bhagat said, but Intel wants wider notice. “If it does go broader, whether people understand the technical terms or not, the pure entertainment value will be positive for our brand imagery,” she said.

She declined to quantify Intel’s budget for the videos, but said they cost “significantly less” than a television commercial.

In one video, a guitarist trails a soft-rock singer (representing Intel software) as he swans through a cubicle office. A hard-rock singer in studded, black clothing (representing Intel hardware) performs with his bandmates in the middle of the office. Then the two singers meet (note the heavy symbolism), and the office starts to look like a rock concert finale, with the smoke-engulfed performers watched by an audience — in this case office workers — swaying and waving cigarette lighters.

Mr. Guest, who has been making commercials for more than 10 years for companies like Carrier (the air-conditioning manufacturer) and Kellogg’s, said that writing the Intel songs was “very difficult” given that while he is computer literate, he is not an “[Apple](#) genius.”

“The premise was very arcane,” he said. “We had to write music and lyrics about things most of which we’d never heard of.” JANE L. LEVERE