



## TCM Teams with 2C Creative for 31 Days of Oscar™

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To promote Turner Classic Movies' biggest annual programming event, 31 Days of Oscar, the network teamed with Miami-based creative agency 2C Creative.

Just in time for the 91st Academy Awards, the campaign for the month-long event features clips from the most recognizable films throughout cinema history, creating excitement and nostalgia in each frame. The spot features vivid, art deco-inspired visuals made possible by 2C Creative's visual eye and expansive graphic toolkit.

The projector, which is a highlight of the spot, was created in 3D with added texture to give it a premium vintage feeling. Graphics such as light, stars, bioluminescent fluid, and grain were added details to carry out the theme and adhere to TCM's branding.

"Our ultimate goal was to weave these effects throughout all deliverables in an organic way while developing the toolkit with maximum flexibility, so that the myriad elements could be manipulated and used in different ways that keep it all fresh," said Luis Martinez, 2C design director, in a statement. "We really had fun giving this vision life, and we're thankful for TCM's trust in us as executional partners."

31 Days of Oscar celebrates the greatest films to win or be nominated for an Oscar. Now through March 3, watch the special lineup of movies, commercial-free, on Turner Classic Movies.

## CREDITS

Network: TCM

SVP, Marketing, Brand Creative, Production and Talent: Pola Changnon

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Writer/Producer: David Byrne

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Network: Turner Studios

Editor: Jessica Teal

Composer/Sound Designer: Reid Hall

Agency: 2C Creative

Chief Creative Officer: Chris Sloan

General Manager, Senior Director of Operations: Nikki Coloma

Design Director: Luis Martinez

Executive Producer, Graphics: Bob Cobb

Creative Director: Ben Frank

Motion Graphics Artist: Andy Fernandez

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3D Artist: Akel Issa