

NEW CHRIS PAUL AD DOES NOT FEATURE THE PLAYER: 90 LOOKALIKES CREATE LIVE FROZEN MOMENTS



In keeping with the 'frozen moment' concept that Nike had popularized with the legendary Michael Jordan, Wieden + Kennedy has used it with telling effect in an ad supposedly featuring NBA star Chris Paul of the Los Angeles Clippers. Nike found a host of lookalikes to create a live action freeze frame that elevates the ad to sublime artistic heights. The video directed by Biscuit's Andreas Nilsson recreates every move that the star is known for, to launch Jordan's new signature shoe CP3.VI. The ad is meant to cash in on the fact that Chris Paul wore these latest sneakers during the team's gold medal winning performance at the London Olympics and they were specifically designed to suit his style of quick cuts and traction play that would not hinder but abet his performance. Crafted to show how speedy Chris Paul is, the lookalikes are positioned as a series of frames that showcase Chris tearing his way through the opposition, creating pandemonium along the way to the basket. Shot in Venice Beach, California the ad uses a chain of Chris Paul doubles who are spaced barely millimeters from each other. Aided by "frozen" props like basketballs, cycles, spilling coffee, flying pigeons, a road side artist, even wet concrete does not deter him, the chain makes its way to the final dunk. It all starts with, Chris Paul, actually his double, bursting out of a wall with shoeboxes, passing the ball to the next lookalike. A cyclist gets knocked over, even as a woman spills her coffee upon seeing the superstar. He even finds time to pose for a caricature pavement artist, then passes the ball to himself again and after a series of signature moves slams home a dunk that shatters the backboard to pieces. It is one of the best basketball ads in recent times. Not only its setup and design but that the movements in the background do not appear like strange computerized effects, but look very real, even though they are for most parts motionless and fixed. The ad was conceptualized by Brandon Mugar and Andy Ferguson for the agency who had earlier been highly commended for their Clio Award winning spots. "We were looking to make it an event, that's the first intention," Mugar said. Miike Snow's music playing below the frozen shots adds to the intensity and elevates the shots, to take them to an ethereal sphere of its own. The best part about the ad is that even though it is about Chris Paul, he is not there, yet his presence can be felt in every frame. The actors have done a stupendous job and show astonishing discipline to maintain their motionless postures, especially those who had to be standing on one foot and those who were suspended in mid-air. The new shoe incidentally is now available in multiple colors for \$124.99 and is made with the most modern materials for maximum breathability and minimum weight.