

## **New Motion Media Group Adds YouTube Twist to Web Ads**

### *YouTube films influence web ads*

June 17, 2008 (FPRC) -- What happens when a YouTube comedy meets a commercial? Or a product demo? That question inspired a group of award-winning filmmakers to create a set of YouTube-inspired web spots and launch a new motion media group, flickers.ca. The group produced three simple, funny videos: Green Smoothie, Dr. Net, and How to Make Cappuccino. The flickers.ca launch spots are just one illustration of the many web 2.0 possibilities for marketers. Links to the YouTube versions of the spots are below. HD versions of the internet ads are found at flickers.ca.

### Quotes

"Some of our favorite YouTube films are the quirky little comedies that capture the spirit of the early flickers, the very beginning of the movie industry, so we started with that concept in mind," said Pat Lobzun, Director, flickers.ca.

"We applied a little trickle-up thinking to projects like commercials and product demos. It's a way of creating a fresh voice, one that speaks to a new audience with a new mindset," said Kim Hutchinson, flickers.ca Creative Director.

"Search engines are important, but brand building is about speaking to the heart," said Bill Hutchinson, Producer, flickers.ca.

### Company Information

flickers.ca is a team of Southwestern Ontario-based filmmakers. Their work has won multiple awards, including a Gemini, an Emmy, several Genie nominations, a British Comedy Festival award, several ADDYs, a Clio, a Telly, and a New York International Film Festival award. Their films and commercials have been shown all over the world. The flickers.ca team members' experience covers TV, radio, film, advertising, and corporate communications.

### Contact Information

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### Keywords

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