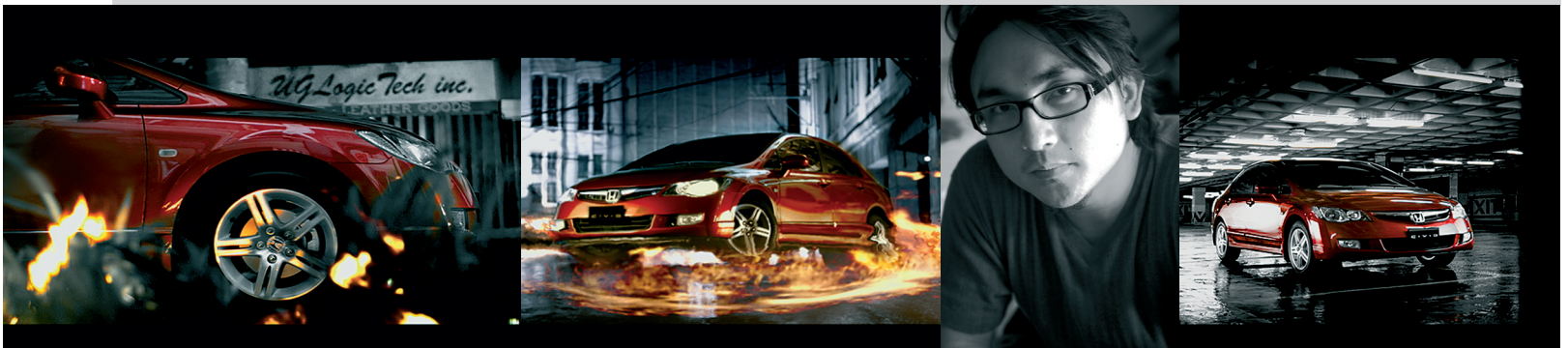


# Honda fever

## turns up the heat

Film Stocks  
KODAK VISION2 500T 5218

Director of Photography  
JA Tadena



When the Honda Civic was first introduced to the Philippines in 1991, it enjoyed phenomenal acceptance by local motorists and quickly became a status symbol of performance and style.

A marketing hiccup during the release of the seventh generation vehicle, which was described as 'big and beautiful', caused the car to lose its edge and the challenge was to re-create the Civic's image as a sporty car.

The new commercial, shot for a modest US\$66,000 is itself as slick and sleek as the latest Honda Civic vehicle and is the work of creative director, Jun Bellen and his team who manage the Honda account for MGM Advertising.

"We wanted to reignite what had once been a fire and fever from the market for the Honda Civic," said Bellen. "The TVC interpreted this intensity which was translated by the return of this 'hot' car."

Directed by Sid Maderazo and executive produced by Cielo Sanchez from Philippines production company, 88storey, the commercial was shot in Manila during March 2006.

Director of Photography, JA Tadena, who often works with Maderazo, chose the high-speed KODAK VISION2 500T 5218 film.

"Sid and I talked about his preference to have the car moving at 60-80km per hour," recalls Tadena. "We went for the natural look that came from lighting the outdoor building location at night and most of the light sources were quite warm. This made it a little more challenging to isolate the red of the car but I was

**"We wanted to reignite what had once been a fire and fever from the market for the Honda Civic."**

really pleased and pleasantly surprised at the ability of the '18 to manage that and hold the highlights that came off the car body."

For even more impact, Philippines post-production house, Optima, isolated the background and then made it black-and-white before color-grading the car to a vivid red.

Tadena lit primarily with Mini-Bruts because, although they were cost-effective, they were powerful enough to light the buildings from the back. The shoot also called for a crane to help provide movement.

"Sid loves moving the camera a lot," explains Tadena. "So we rigged a crane on top of a truck and used a remote head so that the camera could move freely up and down, left and right while the car was running at that speed. It gave a nice fluid movement."

Unique heat and light trails and photo-realistic effects enhanced the live action shots and the fire was created using VFX by Underground Logic without overpowering the live shots.

The TVC was broadcast on television and Honda reports that the commercial brought back the desire for this sporty sedan and helped the Civic hit the 8000-mark of units sold in the Philippines since its introduction in March 2006.