

HFGI spots use film to send a message



Above: Atoy Spates in a scene from *The Health Foundation of Greater Indianapolis* spot, directed by Ralph Colelli.

Ralph Colelli recently directed four spots for Hetrick Communications' client The Health Foundation of Greater Indianapolis. The spots were designed to bring attention to childhood obesity and put a human face on Americans with a condition that society tends to shun. Colelli and agency producer Jason Smith knew that success would depend on the right casting and production values.

"The first decisions we made to crank up the quality were to shoot film and to use as much natural light as possible," says Colelli, whose company, Colelli Productions, has been making commercials for 20 years.

"We chose the Super 16mm format because of its additional negative area compared to 16mm and its substantial cost efficiency over 35mm."

A lack of overweight professional actors made casting difficult. Eventually the filmmakers chose a girl with no acting experience, and a veteran Chicago actress who was a complete professional.

Gene Salvatori shot most interiors on Kodak VISION2 Expression 500T 7229 film and most exteriors with Kodak VISION2 100T 7212 film with an 85 correction filter

on the lens. Additional visual interest was created by shooting some scenes with a handheld Bolex camera on 16mm Kodak VISION 250D 7246 film. Those images were blown up to match the Super 16 frame. The transfer was done with a Spirit DataCine, with contrast pushed as high as possible without losing detail.

"The fact is, film still provides superior detail for bringing out the best in a performance," says Colelli. "Video, even digital video, still has a 'live news' look, and it cannot begin to capture the fine nuances of a good performance that film can. That was especially important in these spots, where it was essential to create a sympathetic portrayal of people normally thought of as outcasts. It was also a chance to make a positive impact on a health issue that is becoming pandemic in its proportions."

John Scofield edited the footage into four different spots, two 30-second spots and two 60-second spots. They will begin airing in Indiana and eventually be seen nationally. ■

To read more about how the HFGI spots were created, go to www.kodak.com/go/incamera