

Shocking Reebok Ad

Where are our standards???

Last night i saw the new Reebok Ad on tv, and was shocked... the ad shows a whole bunch of badly animated CG babies, doing various sporting interactions in their nursery. And on top of the bad animation and decidedly creepy alien baby bodies, is what appears to be filmed head replacements. How did this Ad EVER get approved by the agency or for that matter an International brand client? I mean come on! The first baby in the scene's leg completely pops out and flips around???

No wonder so many Creative Directors and Agencies in this country are under the opinion that South Africa's Animation is so far under international standards... Its embarrassing. And there are Animation studios that CAN and DO pull off-work that is equal to international standards.

And i am not just blaming the Animation studio in this case either... there must have been various approval stages on this job... Is the agency truly happy with this work???

Frightening.....

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