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Publicity Wire News :: Stick-It Opens Its Doors



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Stick-It Opens Its Doors

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Publicity Release Posted: September 18, 2010 10:55:00 EST

Just-Formed VFX Studio Provides Invisible Integration of Products into Existing Content

September 17, 2010 | SHOOT Publicity Wire | --- Nancy Vines and David Bernkopf, both award winning advertising and digital production industry pros, today announced the launch of Stick-It (www.stick-it.tv), a new company dedicated to "combobulation," a term they've coined to describe the creative process of digital placement and replacement of products and objects into existing



Nancy Vines and David Bernkopf launch Stick-It for digital placement and replacement of products and objects into existing content.

By creating and seamlessly integrating photorealistic 3D versions of real-world items, Stick-It can save clients, including advertising agencies, post-production companies and/or any company with content, both the inconvenience and expense of re-editing or reshooting scenes.

"We're launching Stick-it based on a deep understanding of the overall transitioning of this industry and some particular changes we've noticed recently," explains Vines. "In a time in which content is in great demand, and must be repurposed for a variety of uses, Stick-It fills a void. Product placement and replacement is becoming more prevalent and more important for advertisers. Having a company that focuses strictly on product placement and replacement can help agencies, clients, and producers get much more for their money. In the near future, this market is going to grow exponentially and we believe we are the only company completely dedicated to this kind of service."

Following their own process of "combobulation," Stick-It uses the latest digital technology to create fully photorealistic versions of objects and products to be integrated into scenes. Thus objects and branded products can be positioned, placed or replaced anywhere in existing content.

Vines comments, "If a company changes the packaging of their product or the styling of their latest car, for example, the new version can be seamlessly integrated in place of the older version, saving time and money over costly reshoots. Ironically, Stick-It's success is determined by the invisibility of our work."

"It's invisible product placement," rejoins Bernkopf. "Our work is so seamlessly integrated into the scene that you won't see a trace of it. If you can see how the work was done, it wasn't done well enough. Nancy and I have been doing this kind of work for a long time. We are delighted to be working together on this venture to bring an often overlooked, yet hugely valuable practice to the forefront. We are dedicating our full and undivided attention to the

appropriate use and protection of our clients' brands."

David Bernkopf began his advertising career as a directors of photography, but his affinity for animation and specials effects compelled him to shift focus. He has worked as a 3D artist and visual effects supervisor at the leading VFX studios in New York City, including Quiet Man, Rhinofx and The Mill. Nancy Vines began her career as a television producer at Y&R Hong Kong. From there she lent her expertise to top-tier global advertising agencies in New York, including BBDO, McCann-Erickson and Ogilvy.

About Stick-It

Headquartered in New York, NY and founded by advertising pros Nancy Vines and David Bernkopf, Stick-It is a VFX studio that creates and seamlessly integrates photorealistic 3D versions of real-world items into existing media a process the company refers to as combobulation. As one of the only, if not the only, company in the world solely dedicated to object placement and replacement, the Stick-It team has raised the practice of combobulation to a fine art.

More information may be found at www.stick-it.tv.

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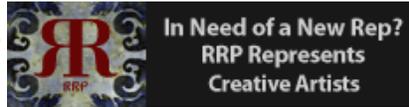
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