

NON-TRADITIONAL FEEL

DALLAS, TX-Big B Creative was hired by DesignWorks Group to produce a series of TV commercials for Arvest Bank in Oklahoma. The spots were designed to reflect Arvest Banks' non-traditional feel, friendlier people and convenience-open from 8 to 8! To achieve the desired look, a makeshift studio in the lobby of the Arvest Bank location in Lawton was chosen because its contemporary architecture, neon signage and modern decor lent itself to communicating Arvest's new trend toward the next generation of banking.

High angle shots of employees were acquired by using white seamless paper and DesignWorks' Jimmy Jib arm. This made it possible to carry a consistent look to print. The jib arm was also used for unique camera moves to give the television commercials extraordinary footage not usually found with banks.