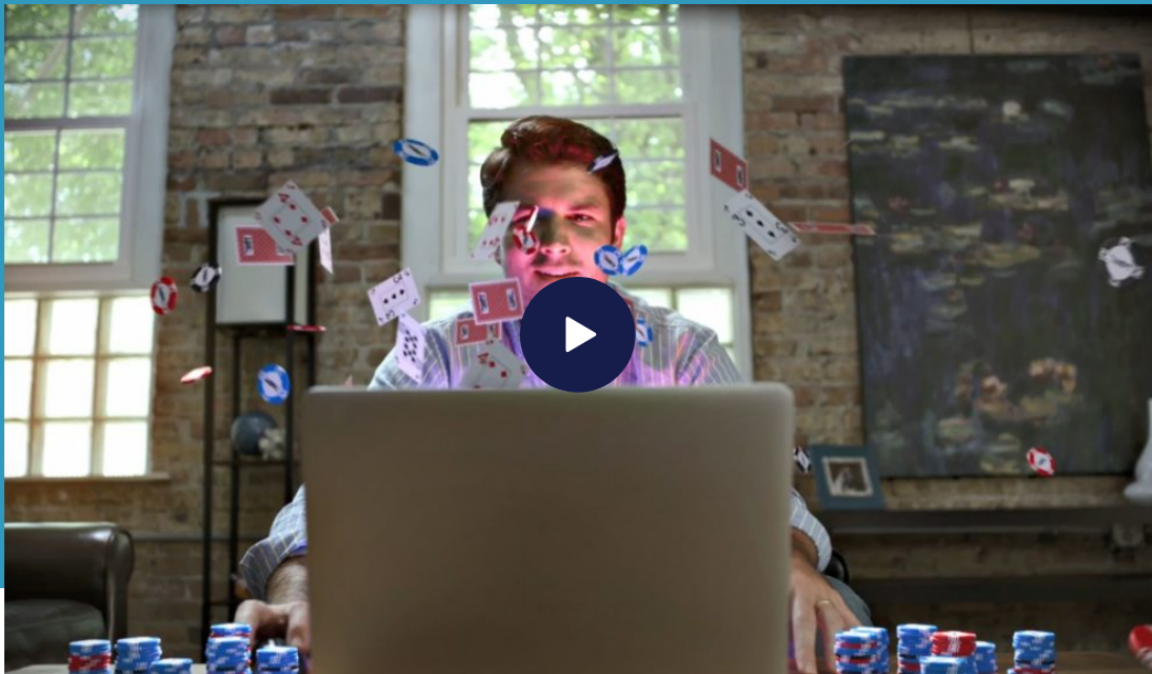


ClubWPT

TV Commerical



The challenge:

With so many online poker websites it was important to find a way to make Club WPT stand out without promising millions of dollars (or spending that amount for a great video). We decided that a unique take was to play to viewer's emotions, yet make the live action video relatable for poker players.

The solution:

The concept we landed on for this spot was "Imagination", so we played with the idea of losing yourself in a game, as many people often do. With a little help from a green screen, we were able to transport our player from his living room all the way to the World Poker Tour.

Client:
ClubWPT

Style:
Live Action

Length:
1:00

Behind the scenes

