

Cinécraft - Flashback Friday
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ANALYTICS
EDIT VIDEO

Cinécraft Productions, Cleveland's longest-standing business video production company, presents a Flashback Friday video from our archives. "It was the best of times; it was the worst of times." No one knew how prophetic 4-year-old Claire would be when we ran this television ad campaign during the horrific week of September 11th, 2001. The three-spot campaign started running on morning news programs the week before the terrorist attacks - a week that was the worst of times, but brought out the best in all of us. [#neverforget](#) Cinécraft President Maria Keckan wrote and produced the three-spot campaign around her dog Bernie, our production house mascot. When a market research study suggested that 25-39 year olds did NOT have a high degree of Cinécraft brand awareness, the spots were designed to raise awareness with that target demographic. Where are they now? Bernie has gone to doggy heaven, but still lives on in our memories. Young Claire is now a senior in college. And Cinécraft Productions is still helping companies and organizations tell stories that produce results that satisfy a variety of business needs. . Transcription Voice Unknown Cinécraft Productions presents Flashback Friday. CLAIRE: (to Bernie the Wonder Dog) Cream? (reading) It was the best of times; it was the worst of times. NARRATOR: Cinécraft Productions, storytellers since 1939.