

Cinecraft Flashback Friday for September 8, 2017

Cinecraft 2001 TV ad Campaign featuring Bernie the Wonder Dog

Sometimes you don't have to go back in time 50 years to find a classic. In this week's Cinecraft Flashback Friday episode we only go back 16 years.

Cinecraft had a marketing research study conducted that concluded that 25-39 year olds, prime age for marketing communications professionals and our target buyers did NOT have a high degree of Cinecraft brand awareness.

So during a down economic cycle we decide to do something radical...to give broadcast TV a shot. It would be fun to do, and certainly something to talk about with our prospects. And maybe it would get us some free PR.

Cinecraft President , Maria Keckan, conceived, wrote, produced and directed 3 TBV spot campaign around her dog and daily fixture at Cinecraft, Bernie.

The campaign started running on morning News programs the week before the terrorist attacks on 9-11.

The one spot about a Tea Party with Bernie the dog and a little 4 year old, Claire, starts with her reading the opening line from A Tale of Two Cities; "It was the best of times, it was the worst of times. " Somehow that line was prophetic. The unbelievable horror of the attacks, followed by the incredible pulling together of the entire Nation in response.

Time flies. Bernie has gone on to doggy heaven. Young Claire, his co-star, is now a senior in College. And Cinecraft is still telling stories.