

Cinécraft Productions, Cleveland's longest-standing corporate video production company, presents a Flashback Friday video from our archives. This promotion featured Bernie the Wonder Dog demonstrating his professional acting skills that led to a long and illustrious career as the spokesdog for Bow Wow Wow Chow! This is the second of three TV spots we produced in 2001. "Bow Wow Wow Chow" was fun to make and still fun to watch 16 years later. Actor Fred McCarren was great co-starring in this spot with Bernie The Wonder Dog. 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. Here is a link to our September 2001 Newsletter about the TV Campaign. <http://cinecraft.com/wp-content/uploa...> Bernie's bio from the Cinecraft 2001 web site: Bernie - Spokesdog Bernie is a 7-year-old male. The master of all he surveys. He graduated Summa Cum Alpha from his litter at the Animal Protective League. Mom was a Labrador and Dad was a mystery. He appears to be a mixed breed, but we have discovered he is 100% "Treat Hound." (He will hound you for a treat if you have one.) Besides providing pet therapy at Cinécraft on a daily basis, Bernie enjoys taking long walks in the Metroparks with his owners, Neil and Maria, barking ferociously at most other dogs, the paperboy and large trucks, and hanging out with his dog friends in the neighborhood. He also enjoys the limelight of performing his tricks for kids in the neighborhood or obliging visitors to Neil and Maria's home. Transcription Actor: Yeah, no, sit. Director: Action! Actor: Good boy! Bow Wow Wow Chow was by far a superior dog food, but let's ask the customer himself which one he likes best. (Grabs two dog foods handfuls, one in each hand). Bernie, which do you prefer? Director: Cut, wrong hand. Actor: Sorry! (Beep) Can somebody help me here please? Which do you prefer? Director: Cut! Actor: I can't work with this dog. (Beep) Prefer fella? Director: Cut! Actor: You gotta work with me, okay pal? I've had it. I quit. Voiceover guy: Trouble selling your product? Call Cinecraft Productions.