

In case you missed it: @radical director Greg Kohs recently teamed up with client The Alliance For Climate Protection via The Martin Agency. The :30 spot, Millions, was shot in rustic b&w, and features Americans from opposing walks of life who have come together under the common belief that cleaner sources of energy are needed to stave off the ever looming threat of global warming. Also weighing in were @radical EPs Jim Bouvet, Frank Scherma & Maya Brewster as well as Final Cut editor Ashley Kreamer.

Next. Directors Josh & Xander recently aligned with Express Jet Airlines via agency Dentsu. The two delightful slice-of-life spots, Accordion and Kiss from their *What Would You Rather Be Doing* campaign, illustrate that your spare time is precious. @radical EP was Maya Brewster while Version2editor Tina Mintus and Company 3 colorist Tim Masick also weighed in. Lastly, but this time from director Tarsem for client Nike via Wieden+Kennedy/China. Focusing on various Chinese athletes preparing for the Olympics, the slow-motion spot Who Are You also drives home the iconic message of "Just Do It." Additional talents were provided by Anonymous producer Tommy Turtle, Rock Paper Scissors editor Adam Pertofsky and VFX house a52.