

## **SPOT PRODUCERS SHOWS LOUISVILLE HOW TO “DRIVE” TO JEWISH HOSPITAL FOR HEART ATTACK CARE**

**Nashville, TN . . .** Spot Producers teamed with Creative Alliance to produce this concept for a new commercial for Jewish Hospital of Louisville, KY. The 30 second spot, which was put together with “seamless execution” by Spot Producers, is the product of a “great combination (of talent) with everyone focused on the strong ‘Drive’ concept” according to Spot’s President, Robert Zimmerman. Copywriter Heath Stauffer’s words, spoken over scenes of a late night drive around town, were shot in 35mm by Dennis Goodman of River Run Productions, to highlight the dual points of the campaign: (1) early warning signs of a heart attack can be subtle or unexpected and; (2) one of Jewish Hospitals Louisville area locations is nearby.

Spot Producers worked closely with Creative Director Mark Rosenthal on the “Drive” concept. The commercial’s original music score was composed in Louisville by Steve McCabe and the final product was posted at Storyville Post in Nashville.