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ScreenWork :: The Best Work You May Never See: National City Mile of Cars' "Mirrors"

The Best Work You May Never See: National City Mile of Cars' "Mirrors"  

Watch video 

Looking to give the illusion that his car dealership is as well stocked as National City Miles of Cars, a quirky entrepreneur holds up several rear-view mirrors and moves them about to "multiply" the limited number of vehicles on his small lot. So much for keeping up with the competition.



Credits

Client: National City Mile of Cars

Agency: NYCA, Encinitas, Calif. Michael Mark, creative director; Dave Huerta, Travis Graham, associate creative directors; John Benedict, copywriter; Ian Jensen, art director; Annie Pearson, producer.

Production Company: Attack Ads, Marina del Rey, Calif. Chad Einbinder, director; Jeff Venditti, DP

Editorial: FilmCore, Santa Monica Adam Svatek, editor

Principal Actors: David Banks, Nic Novicki

Categories

Media Type: [Television Commercial](#)

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Release Date: February 16, 2007

Duration: 15 seconds

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The Best Work You May Never See: National City Mile of Cars' "Mirrors" From Agency NYCA

February 16, 2007 -- Josh and Zim own the 48th largest auto mall in San Diego but aspire to be number one, a lofty position held by National City Mile of Cars. To show you how far they have to go to reach their goal, Josh and Zim have "41 feet of cars" by comparison--so much for their selection of vehicles.