



## **Hyundai 'Cheetah' by Daniel Kleinman for the Super Bowl**

When the biggest day in advertising hit this Sunday with Super Bowl XLVI, millions will see this Hyundai spot directed by Rattling Stick's Daniel Kleinman.

*Cheetah*, a collaborative effort between Daniel Kleinman, Innocean and MPC opens as a Veloster and a caged cheetah square off at the starting line of a desert airstrip. The race begins in a whirl of squealing tires and roaring as the big cat's handler flings the cage door open. It takes only a second for the world's fastest land animal to realize he's in an unwinnable race and turn his aggression on his handler.

### **Credits:**

#### **Hyundai Veloster Turbo**

Spot Title: *Cheetah*

Production Company: Rattling Stick

Director: Daniel Kleinman

Producer: Johnnie Frankel

DOP: Giorgio Scali

Editorial: Cut and Run

Editor: Steve Gandolfi

Post Production Co.: MPC

Telecine: MPC LA

Colorist: Mark Gethin

Agency: Innocean

Head of Production: Will Woollett

CD: Robert Prins, Max Godsil

ACD: Kevin Samuels, Frauke Tiemann

Senior Agency Producer: Jennifer Weinberg