

Casanova // McCann has produced a commercial for the launch of the California Lottery's Super Ticket, which boasts the biggest jackpot prize in the state's history. The spot was directed by Pet + Flo through Slim Pictures and features an 18-wheeler truck driving across California carrying a gigantic Scratcher. When the truck finally reaches its convenience store destination a clever surprise is revealed:

[pet + flo | directing team :: california lottery](#)

The task was to create the illusion of a real truck in-camera, without implementing CGI or other post production. "Once we decided the way we wanted to shoot, the real challenge began" said Fernando Poblete, Creative Director. "Every set-up was only good for a couple of seconds, because as soon as the truck moved a little too much, the illusion was taken away."

The commercial was shot over two days in Los Angeles and was broadcast in April, 2017. The campaign included radio, digital, social and TV integrations where the truck made live appearances.

#### CREDITS:

Client: California Lottery

Product: Super Ticket Scratchers

Title: "Truck"

Agency: Casanova // McCann

Chief Creative Officer: Elias Weinstock

Creative Director: Fernando Poblete

Associate Creative Director: Francisco Rojas

Copywriter: Ambrosio Ballon, Josue Mendoza, Fernando Poblete

Agency Producer: Humberto Rodriguez

Account Director: Melanie Cyr

Account executive: Bel Gunduz

Production Company: Slim Pictures

Director: Pet & Flo

Executive Producer: Tom Weissferdt

Line Producer: Mark Conley

Post Production: Makine Studios

Editor: Patricio Pena

Music: Animal Music

Color Correction: The Mill

Released: April 2017

Please contact Pegi Murray ([pegi@slimpictures](mailto:pegi@slimpictures)) for any additional information.