

## Gridiron Burgers

*Television Commercial*

Gridiron Burgers was a Knoxville-based chain of restaurants that specialized in fresh-made food and football-themed décor.

### Challenge

To promote the chain within the community (especially as it added a second location), Gridiron Burgers needed a television commercial highlighting the unique dining experience it offered. DoubleJay Creative designed a 30-second spot emphasizing the difference between Gridiron Burgers' fresh, healthy burgers and the low quality, substandard fare served by fast food chains.

### Solution

When DoubleJay Creative shot this commercial for Gridiron Burgers, the two-fold objective was quality production and speedy delivery. The footage was shot in high definition and the turnaround time, from the shoot to the delivery of the final commercial, was only four days. The commercial utilized 3-D compositing and animation to convey Gridiron Burger's dedication to quality food and the University of Tennessee's Big Orange football.

