

## The Best Work You May Never See: State Street's "Buried Treasure" From The Gate Worldwide

July 03, 2009, — A dog picks up an errant ball during a street soccer game and takes off, as the players scramble after the canine but to no avail. The dog has his prized soccer ball and takes it inside a house to present to his mate, a disinterested dog.

Undeterred, the male dog goes outside to find something that will spark his intended beau. He eludes a pack of dogs after taking their stuffed animal. Again, the lovely lass isn't impressed.'

A succession of gifts then follows — a baseball glove, a slipper, a squeeze toy — with the same result. This lady dog isn't easily won over.

Finally our courting dog digs up a ratty old bone from a backyard and brings it to the picky canine. Finally, she's impressed, perks up and picks up the bone.

This courtship underscores the importance of finding the right gift, paralleling that to the precision of State Street Global Advisors' SPDR ETF financial investments.

Shot in black and white, the spot pays homage to the French film *Breathless*, with appropriate music to boot.

The spot was directed by the Guard Brothers of bicoastal/international Smuggler for agency The Gate Worldwide, New York. The DP was Joost Van Gelder.

The Gate ensemble included agency executive creative director/writer David Bernstein, creative director/art director Bill Schwab and producer Bob Samuel.

Editor was Chuck Willis of The Cutting Room, New York.

Visual effects house was Absolute Post, New York. Dirk Greene served as VFX supervisor/lead Flame artist for Absolute.

Composer was Darren Solomon of Big Foote, New York.

