

## Behind the Scenes – NC State Commercial Shoot

August 19, 2009

TRT: 2:52

**Sasha Levinson:** And... action!

**Sasha:** This is my second time here at NC State, my second year in a row shooting the campaign... a continuation of the campaign for the university. Today we are set up on this fantastic bridge on the Centennial Campus that's just a really great setting for what we are trying to achieve, and it's really cool being back for a second time because a lot of the faces are familiar and we sort of have a rhythm - an automatic rhythm now - and we're sort of really seeing it come into effect today, where the levels of choreography and visual effects are a little bit more intense than they were last time.

**PJ King:** I just love the people. Ever since last year, I just loved it. The people were really friendly – being from New York and Los Angeles, it's a great thing. I love the people from the university and even the people down in Raleigh, down in the town, were very friendly, so it's cool to be here.

**Sasha:** This year, everyone wanted to integrate him more into student life so in doing that, we've had to cast students to play these different roles. Everyone was so great, coming out on the first day of school and basically getting into character. Everyone's doing a really great job.

**Geoffrey Hunter:** One of my former professors called me up and wanted to see if I was available for it, and it turned out my schedule cleared out pretty good for it, so I definitely hopped on the opportunity. I think the commercial is great. I definitely liked the first two or three commercials they came out with last year - very cutting-edge - kind of different. I think it represents the school really well and I think this commercial will be as good, or better.

**Sasha:** The idea behind the concept is big ideas and that NC State is really a place that fosters big ideas. It's a place where not only do they foster big ideas, but these big ideas actually go out into the world and have a practical usage and a positive effect on stuff we wouldn't even realize. So to sort of take these really big ideas we've seen in action, heard about or that represent the future and actually realize that this was the birthing place of these ideas and will continue to be.

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