



**BUTLER
FILM**

David Butler knocks it out of Finance Park with Capital One

Who knew Finance could be so fun? Director David Butler, that's who!

Capital One Bank brought our dynamic director out to shoot a spot to highlight their sponsorship of Junior Achievement's Finance Parks. These interactive, mock marketplaces are the end point of an in-school budgeting curriculum for 8th graders where they learn the importance of saving and spending money wisely. After sponsoring several of the parks Capital One Bank decided it was time to share them through broadcast TV.

Out-smarting your parents is always fun for a kid, but out-smarting your parents about finances is downright unheard of. In the "*Bedroom - 529*" spot our hero does just that. This performance driven spot shows a 12 year-old boy doing his homework in his bedroom when approached by his parents. After the boy starts rattling off financial planning advice to his parents we understand he's learned a thing or two about finance. As we digest his financial intelligence we learn about the park and Capital One's involvement in helping shape our youths financial literacy.

Going into the project, David knew great casting would be the key to this spot. "We had to find a kid who came off as smart and intelligent, but not as a smart aleck." said Butler. "The idea was to find a kid who had warmth, personality and a great ability to say things seemingly beyond his years."

Shot in a home location and at Finance Park, David and actor Myles Green (boy) worked well together for a genuine, intelligent delivery of facts and points most of the crew didn't even understand. "Just shooting the spot was educational. Everyone on set wished they'd had something like this when they were young" said producer Lynda Meier.

"*Bedroom - 529*" can be currently seen in the Featured Work section of our website.

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