

## Rewrite The Formula

“Be sure your advertising is saying it like it's never been said before. In advertising, not to be different is virtually suicidal. Rules are what the artist breaks; the memorable never emerged from a formula”  
William Bernbach, Advertising Legend

“The perfect internet commercial won’t resemble a commercial. It will resemble a great song or a really good movie. It will be something people want to share through social networks.”

Poster at NYC Ad Week, 2015

In 2003 I came up with the idea of filming my niece and two nephews, sitting together, saying one word a year for the next ten years. It would end up as “isn’t it funny how time flies right before your eyes” or, to explain year by year, 2003 isn’t 2004 it 2005 funny 2006 how 2007 time 2008 flies 2009 right 2010 before 2011 your 2012 eyes.

In 2009 I decided to expand this to have another complete sentence at the end of 15 years. That sentence would be “isn’t it funny how time flies? One day you blink and fifteen years have disappeared” or, again, year by year, 2003 isn’t 2004 it 2005 funny 2006 how 2007 time 2008 flies 2009 one 2010 day 2011 you 2012 blink 2013 and 2014 fifteen 2015 years 2016 have 2017 disappeared

That 2009 decision changed the future course of this yearly shoot. Instead of being satisfied with only two sentences (one 10 year sentence and one 15 year sentence) I began, each year, to have my niece and two nephews say many, many different words and phrases. That way, at the end of each annual shoot, editing can be done in a “mix and match” style, resulting in hundreds of films being made every year. The result is an ongoing “Boyhood” type series of custom-made yearly films that can go on for decades. Click on “Future Films” to see a complete list of sentences that have been written for upcoming years. As the years go on new words can, of course, be added creating a never-ending list of original sentences and films.