

Rap Artist Ice-T Teams With Coors Light

Written by Keith ID1364
Friday, 13 May 2005 08:43 -

Coors Light has a new series of advertising that uses silver-screen special effects and familiar faces and songs to introduce the Silver Bullet Love Train that brings ice-cold refreshment to everyone in its path.

The new spots, developed by Foote Cone and Belding Chicago, combine the work of noted Hollywood effects shop, Digital Domain, Hall of Fame R&B act The O'Jays, and hip-hop rap artist and actor Ice-T to deliver a winning formula for some of this year's most creative television advertising.

The ads feature amazing effects with a computer-generated Silver Bullet Love Train whose character interacts with the people it meets as it rolls across the country to the contagiously upbeat sounds of the O'Jays 1973 hit, "Love Train." The Silver Bullet Love Train comes to the aid of parched men and women across the country, including actor and rap artist Ice-T, and leaves cold refreshing Coors Light beer in its wake.

"The Silver Bullet Love Train is the perfect representation of the Coors Light commitment to delivering cold refreshment anytime, anywhere," said Jim Sabia, vice president of marketing for Coors Brewing Company.

"It is a vehicle that captures the essence of the Coors Light brand and conveys our equities cinematically with a legendary song, a celebrity cameo, a top- notch production team and cutting-edge special effects."

The ad's title song, "Love Train," a timeless classic that reached number one in the charts in 1973, is immediately recognizable with its catchy lyrics and infectious beat.

The O'Jays, whose career spans more than 40 years, are back and better than ever in this new ad. The band recently was inducted into the Rock and Roll Hall of Fame, a celebration of the group's six platinum and eight gold records. The trio is also enjoying a renaissance as their hit "For the Love of Money" was aptly featured in Donald Trump's television show The Apprentice.

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The Silver Bullet Love Train spots were produced by Joe Carnahan, the Hollywood director, screenwriter and producer best known for his work on the 2002 movie "Narc." Post-production work was done by the talented computer effects team at Digital Domain, who created effects-laden movies including Armageddon and Apollo 13.

The ad series marks icon status rap artist Ice-T's debut in Coors Light television commercials. The actor and hip-hop rap artist launched his music career in 1987 and has appeared in more than 50 movies since 1984. He currently stars in NBC's "Law & Order: Special Victims Unit."

A 60-second Silver Bullet Love Train ad, debuting May 15, 2005 will introduce the campaign, followed by series of three 30-second spots.