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## FOR IMMEDIATE RELEASE

### Thornberg & Forester Cleverly Curates Nurse Jackie Vignettes For CANAL Plus 2010 French Television Premiere



(March 10, 2010 - New York, NY) - New York's Thornberg & Forester (T&F) is developing a rich portfolio of international broadcast media branding. Let's play a little game. CANAL Plus, a leading European premium cable television network asks Thornberg & Forester to create a spot announcing the 2010 French premier of America's hit Showtime series, Nurse Jackie. Will they: A. capture the American point of view B. use American perspective to connect the audience C. create a strong anchorage in modernity and humor. What will Thornberg & Forester do? Building on their commitment to interpersonal relationships with clients worldwide and their understanding of CANAL+ broadcast identity, the New York City headquartered team successfully accomplished all of the above.

In line with the desire for CANAL+ to be recognized specifically for their creative programming, T&F have cleverly curated select scenes from Nurse Jackie using playful responsive messaging to strategically establish lasting awareness. Repurposing sophisticated US media property in a growing foreign market called for T&F's talented team of expert producers and creative directors along with their unique penchant for comicality through award-winning visual storytelling.

Rather than produce a single spot, T&F created three vignettes featuring some of Nurse Jackie's most memorable human dilemmas. Scenes are frozen before several possible outcomes are spelled out on screen. Viewers are asked to consider the practical scenario and speculate what Jackie will do next. Through humor as a universal language, T&F directed compelling copy with an interactive message. The resulting commercial precisely capture the dark, comedic emotional twist of the series through a look inside the curious world of our new protagonist. Promotional spots aired on CANAL+ beginning on Friday, March 5 and are also running on [www.canalplus.fr](http://www.canalplus.fr).

These CANAL+ broadcast spots are Thornberg & Forester's first official project in France, a nation they can add to their new international portfolio which includes projects in London and India where television consumption is growing at an exponentially stronger rate than the US.

#### About Thornberg & Forester

Thornberg & Forester is a New York-based design company founded in 2007 by Elizabeth Kiehner, Scott Matz and Justin Meredith. T&F has grown into a robust team with a diverse offering in the areas of concept, strategy, animation, live action and web content. The firm is fueled by ideas that result in a unique blend of styles. Recent projects include a retail campaign for Macy's, a winter image campaign for PBS and branding for Nielsen and LogMeIn. Most recently for the Winter Olympics T&F created a digital and rich media campaign for GE. For further information, please visit [www.thornbergandforester.com](http://www.thornbergandforester.com), call 212.362.0588 or email [info@thornbergandforester.com](mailto:info@thornbergandforester.com).