

## 5c- A Spaghetti Western becomes a cute cartoon in AT&T's <sup>1</sup> latest cinema mashup <sup>2</sup>



AT&T has turned the dial up on its genre-mixing cinema campaign promoting its “More for Your Thing” platform: it spliced <sup>3</sup> together a Spaghetti Western and a whimsical children’s animation. [...]

The new ad will begin airing on May 24, ahead of big summer movies like Aladdin. It starts off in a classic Western scenario, as a gang of grizzled <sup>4</sup> bandits blow up a steam train running through Arizona’s Monument Valley. But after the train derails and the smoke clears, we switch to the animated footage, featuring cute railroad cars singing a jaunty <sup>5</sup> melody about how they “gotta get back on the track” as the bandits look on in astonishment, bewildered by their own physical transformation into cartoon figures.

Director Dougal Wilson says the storyline appealed to him as a fan of both Westerns and animation. “I grew up watching a lot of John Ford films and Sergio Leone movies, like Once Upon a Time in the West,” he says. [...]

Western scenes were shot in the northern Nevada Northern Railway, a railroad museum. Just before filming began, a heavy blizzard threatened the production. Wilson, who’s used to having to create fake snow for his Christmas ad shoots, says it’s the first job he’s worked on where snow actually had to be painted out (by VFX house Method). The butte peaks from Monument Valley were also added in later (in case you were wondering, there’s no railroad in Monument Valley).

Alexandra Jardine, excerpted from *adage.com*, May 24, 2019

1. AT&T Inc. is an American multinational a mobile-phone company
2. when an artist combines two or more genres in which elements from each are blended into a cohesive piece
3. join
4. having grey hair
5. cheerful