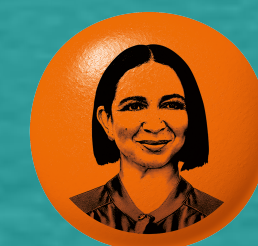


M&M'S

Superbowl 2023



Ma&Ya's: Candy Coated Clam Bites

NATALIE GROCE - PRODUCTION DESIGNER

ADG AWARDS PRESENTATION



This was a dream job. The brief: create a magical garden filled with clams for Maya Rudolph to inhabit while she ruins one of the world's most iconic candies... Where do I sign?

Our director Matt Piedmont is someone I have had the pleasure of working with for a long time. Matt and Maya are old friends from SNL and they worked together to expand upon the agency's original idea, changing the candy's flavor from squash blossom (funny) to clam (endlessly hilarious). Once the clam component was approved we went to work sourcing every clam related item we could find. I can say with confidence I've seen every clam shaped item in LA and beyond. We created custom clam shaped topiaries, we built a clam throne, clam lollipops? we had those too.

When the spot aired during the Super Bowl it resolved weeks of speculation that had been carefully set up. The spokescandies were placed on permanent hiatus after some unwanted scandals - remember the green m&m being de-sexualized when sneakers replaced her go-go boots? A new spokesperson was named: Maya Rudolph! In her first act as spokesperson she puts her face on the candies. Then, she renames them ma&ya's - all in good fun! But then she goes too far and fills them with clams. All of this was rolled out in three additional spots that seemed to confuse people. Was this real? What was happening? When the Super Bowl spot aired the internet lost its mind. The ad was incredibly polarizing. Take a look at the following pages and see what all the fuss was about.

Have a Clam-derful day!



Location



Our garden location was tucked behind a beautiful Spanish style home in Hancock Park, hidden behind a tall hedge and through a very small wooden gate. It needed some sprucing up, the agency was concerned it wasn't lush enough, but some rose bushes and lots of clams would do the job.

Concept Illustration



Illustration by Alistair Milne

The clams were a bit of a tough sell for the client but Alistair's incredible illustration helped them see how clam-tastic (sorry) the finished set would be.

Set Photos



Set Photos



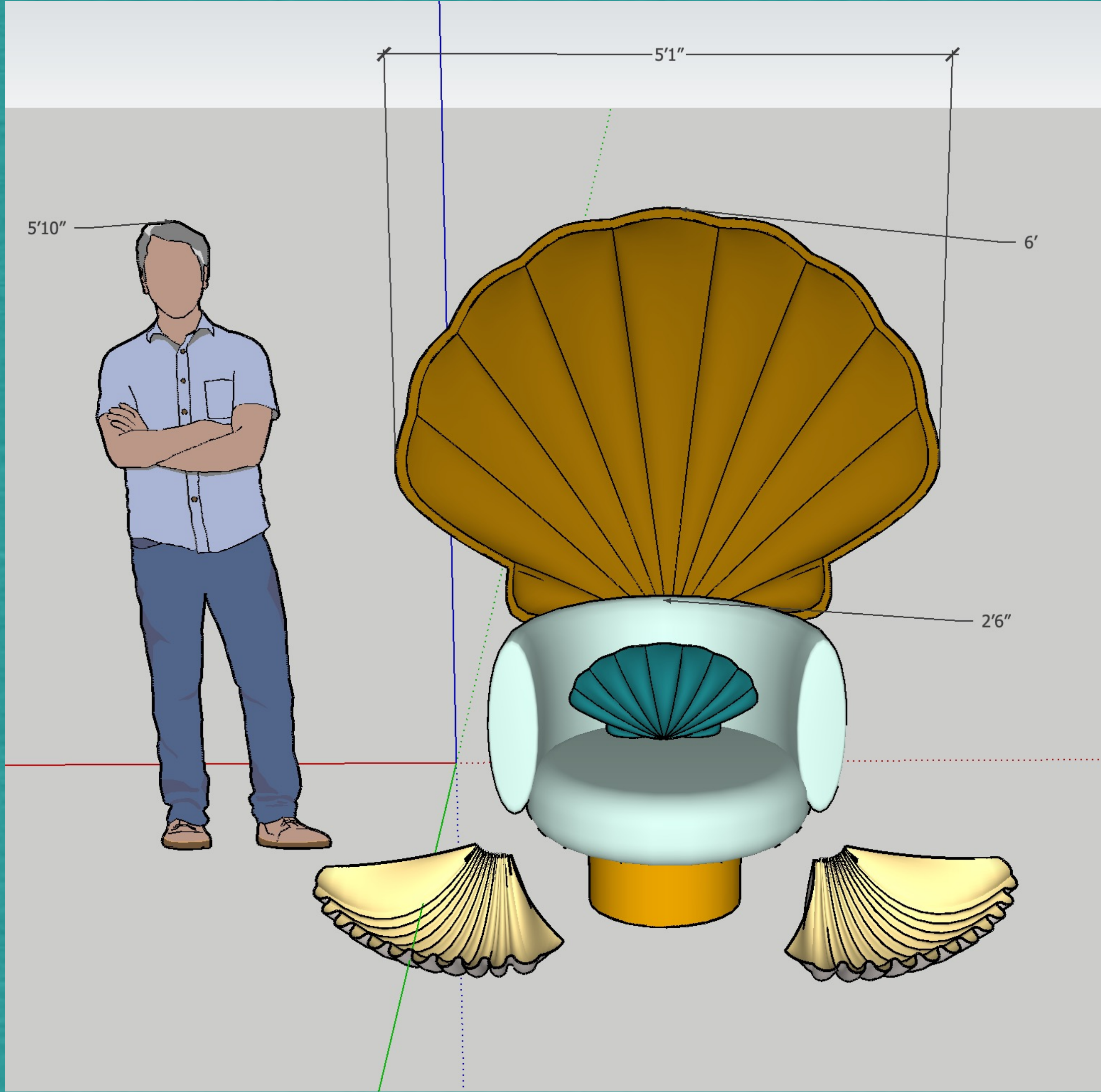


Stills





The Clam Throne



Concept Mock-up by Madelyn Wilkime



Illustration by Alistair Milne

Stills





Additional Sets









Thank you for your consideration!



None of this would have been possible without our incredible team:

Production Designer - Natalie Groce

Art Director - Madelyn Wilkime

Illustrator - Alistair Milne

Set Decorator - Jenn McLaren

Prop Master - Geoff Turney

Prop Assistant - Jason Bowman

Leadman - David Loitz

On-Set Dresser - Yukion Frierson

Set Dresser - James Tomlinson

Set Dresser - Shane John

Set Dresser - Saudi Negri

Shopper - Sandy Florian

Hyphenate - Reggie Malachi

Hyphenate - Mike Leen

SPFX - Damon Sarafian

SPFX Asst. - Timothy Madison

Art Department Coordinator - Allison Trautman

Art PA - Britt Keller

Matt Piedmont's official mascot: Mr. McNuts, with his own clam collection

Director: Matt Piedmont

Producer: Megan Porche

Production Co: Prettybird