

# You Rule.®



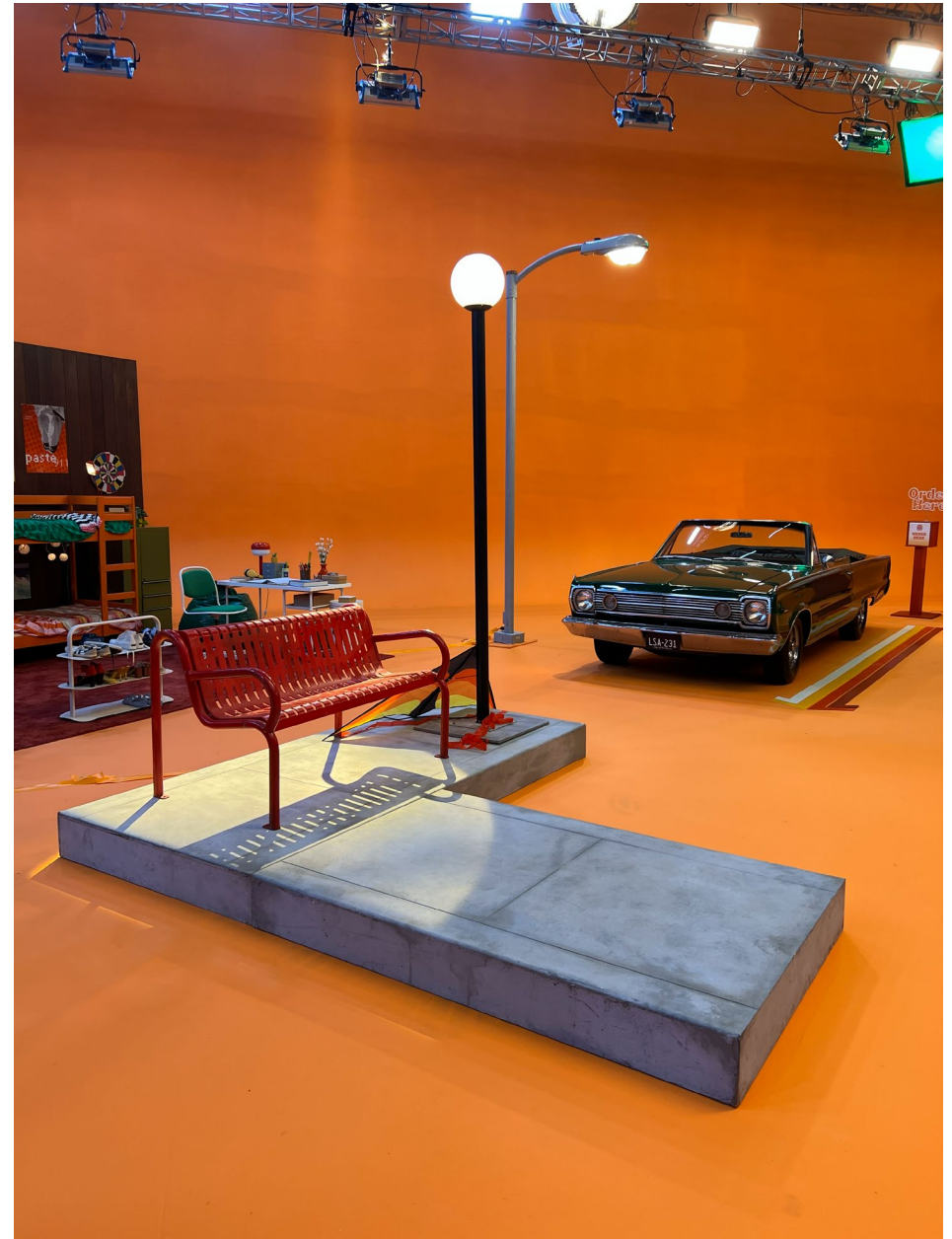
**BURGER KING:  
YOU RULES OF VALUE**

**PRODUCTION DESIGN BY  
LIAM MOORE**

**DIRECTED BY  
JUSTIN ABERNETHY**

## LIAM MOORE

**The creative for this spot was immediately exciting to bounce off of: an all encompassing world filled with mini vignettes that tell a larger story. Pulling inspiration from unlikely spaces like the town in “Dogville” and expansive theatre sets, we built a world that felt abstracted but familiar. It was thrilling to create a fully practical set that revealed itself over time, the result being a poppy but bold take on the normal commercial approach. Collaborating with director Justin Abernethy and DP Zachary Koski, along with my incredible art department, I feel we created something truly special.**





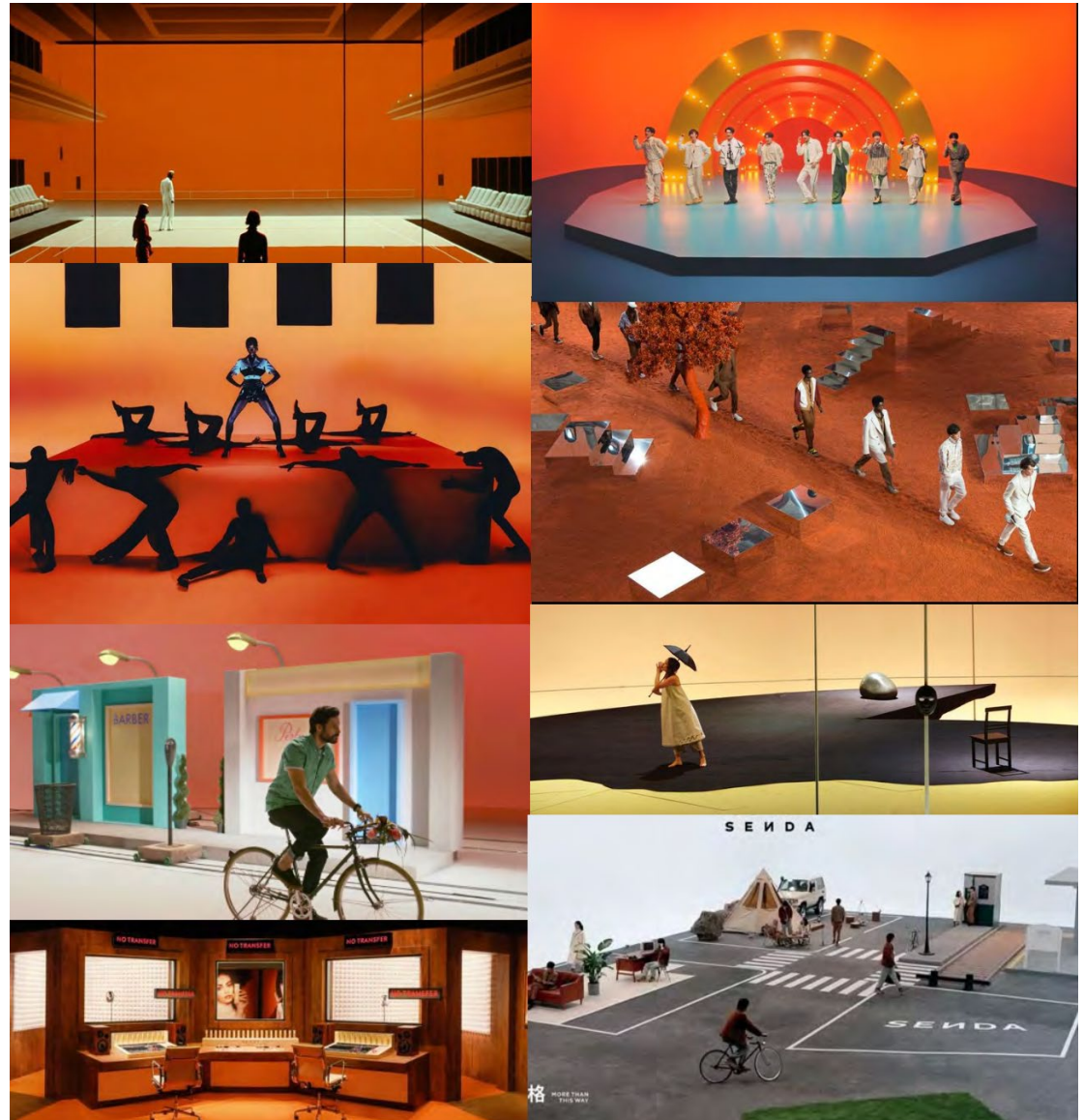






## MOOD BOARDS

**We created a large, expansive world for all of our mini sets to live in that feels like its own abstract Value World. Using color, pools of light, street lamps, trees and other details, we built the world out to feel like every one of these moments are connected.**



# LIVING ROOM

## Mood Boards





DINING ROOM

Mood Boards



DORM ROOM

Mood Boards







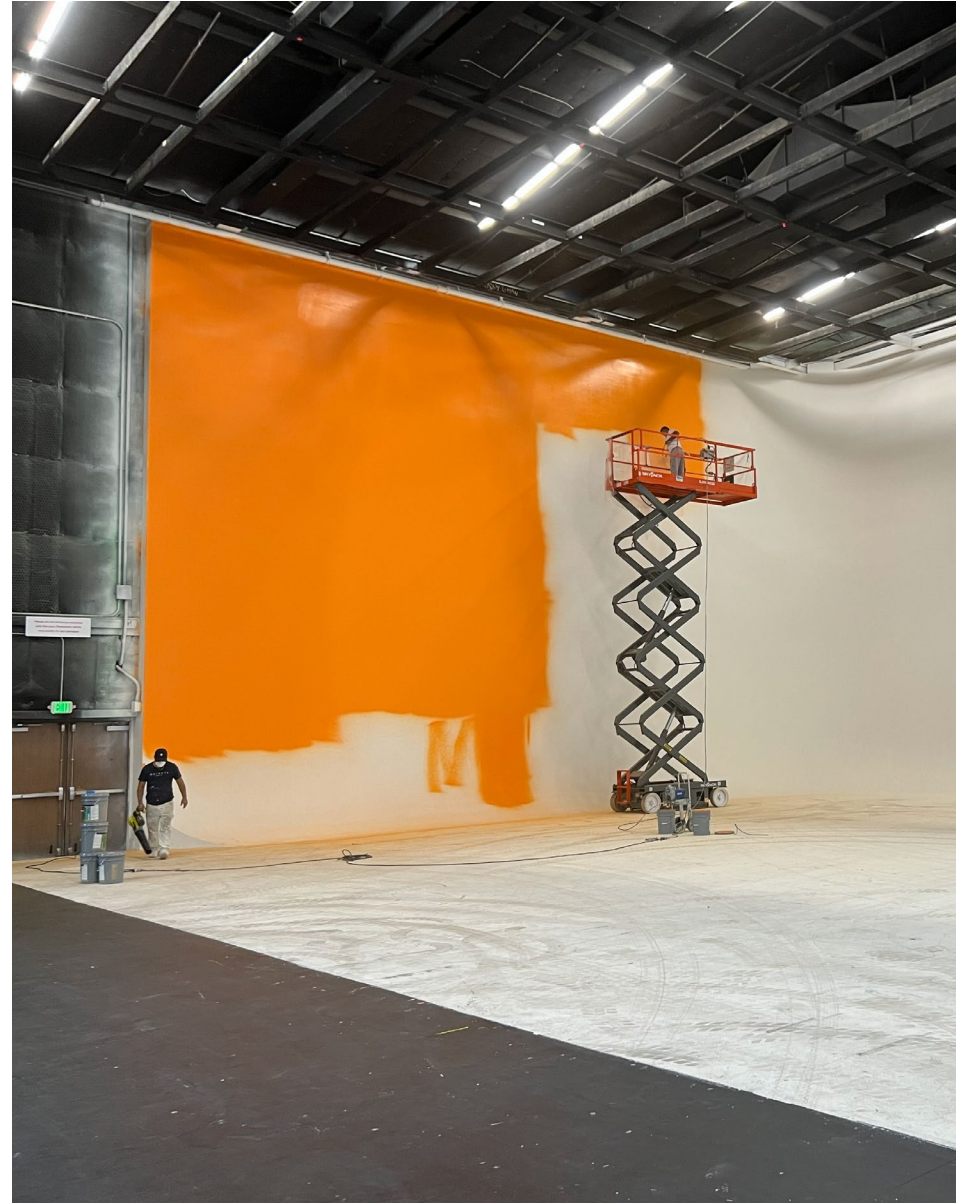






## BEHIND THE SCENES

Every set is deconstructed in its own way, whether it's isolated against the orange cyc, built with floating elements, or anchored by singular set pieces that feel exciting yet still grounded in reality. The entire cyc was painted a saturated orange, and we relied on strategic lighting to sculpt a subtle gradient along the edges of the set, giving the space more depth and intention. After laying down multiple coats of paint to lock in that vivid color, we moved on to installing the floor treatment and dressing each of our deconstructed environments, making sure every detail supported the visual language we were building.











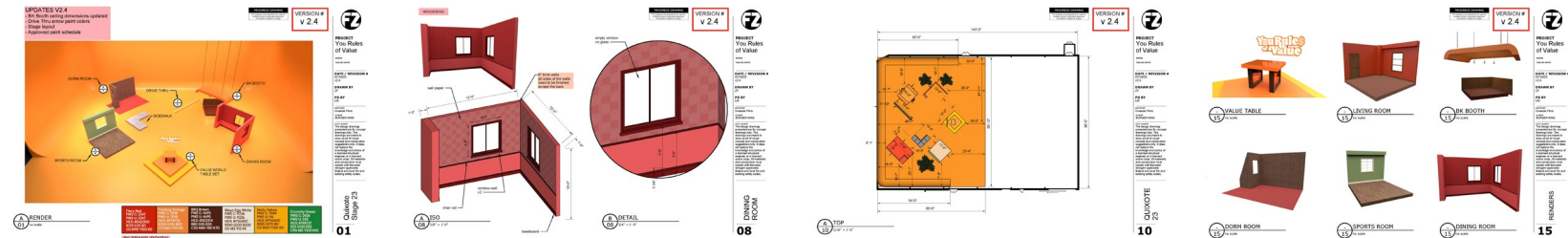








RENDERING









RENDERING













**LIAM MOORE**

**PRODUCTION DESIGNER**

**ZACHARY FRIEDMAN**

**ART DIRECTOR**

**JIANCA LAZARUS**

**ART COORDINATOR**

**PIPER RILEY**

**SET DECORATOR**

**GOODNIGHT AND CO.**

**SCENE SHOP**