



MOSES ANSHELL

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Fannies in focus with new Moses Anshell ads

The spots were created for Ubisoft's latest game, gain national attention

PHOENIX – Moses Anshell is turning heads again, this time for a national marketing campaign entitled “Games You Can’t Play With Your Butt.” The national campaign for Ubisoft is turning into a smash, with more than 9 million page views and counting on YouTube, plus a nod from *Adweek*.

Moses Anshell created five spots for Ubisoft’s “Rayman Raving Rabbids TV Party,” which features more than 50 mini-games that are based on the Rabbids taking over various TV networks. The spots show people attempting to play games with their butts, something that you actually can do with Rayman via the Wii™ Balance Board.

The first Ubisoft spots aired on television during “South Park” and were highlighted as the “ad of the day” by *Adweek*.

“Having two young sons has taught me that butt jokes never get old,” said Louie Moses, Moses Anshell’s Executive Creative Director, adding, “ironically, ‘games you can’t play with your butt’ came to us while we were sitting down.”

The Ubisoft spots have a dedicated page on YouTube (<http://www.youtube.com/rabbids>), which has had more than 9 million views. The most popular spot is telephone-themed and has received more than 3 million views. Other popular spots include archery and charades, each with more than 1 million views.

“It’s so rewarding that I can make a decent living with the same humor that upset Sister Mary-Katherine in the fourth grade,” Moses added.

Moses and Jos Anshell opened up shop in downtown Phoenix in 1982. They have represented an eclectic blend of clients, including Nintendo, Joe Boxer, the Arizona Office of Tourism, Shutters on the Beach, Peter Piper Pizza, TASER International, The Nature Conservancy and gaming products related to Rock Band and Guitar Hero. Moses Anshell is the only Arizona agency to win the prestigious Clio Award. It has six. The agency was named one of the top 20 creative shops in the country by *Advertising Age’s Creativity Magazine*. For more information, visit www.mosesanshell.com