



Old Navy Summer 2007 TV

TV Title: "Summerland: 30" & "Summerland :15"

Production Company: H.S.I. Productions

Director: Arni & Kinski

Creative Director: Landis Smithers, Old Navy

Art Director: Richard Christiansen, Chandelier Creative

Editorial: Rock Paper Scissors

Visual FX: Mac Guff

Motion Graphics: Mac Guff

Animation: Mac Guff

Music: "World Go 'Round" - Rogue Traders

Summary: The TV spot highlights Old Navy's range of swimwear styles: bold prints, metallics, black and white and mix-and-match brights.

Set to the song "World Go Round" by Rogue Traders, the spot features a group of young women and men lounging poolside on a sunny day.

It was directed by Arni & Kinski, the same team who shot the Old Navy "Dresses" and "Shorts" TV commercials.

US Air Dates/Media: 5/15 – 6/6

Programming Highlights:

U.S.

Spots will launch on 5/15 during *American Idol*, *Dancing With the Stars*, *Gilmore Girls Finale*, *House*, *Entertainment Tonight*, *Scrubs* and *Will & Grace* and will run until 6/6.

U.S. networks include: ABC, FOX, NBC, CBS, CW

Cable Networks Include: ABC Family, Animal Planet, BET, CMT, Discovery, E!, FX, Lifetime, MTV, MTV 10 Spot, MTV2, Nick @ Nite, Oxygen, Soap Net, Style, TBS, TNT, USA, VH1

U.S. finales include: *Grey's Anatomy* (5/17), *The Bachelor* (5/21), *Gilmore Girls* (5/15), *Americans Next Top Model* (5/16), *Desperate Housewives* (5/20), *Brothers & Sisters* (5/20), *24* (5/21), *Veronica Mars* (5/22), *American Idol Performance* (5/22), *American Idol Results* (5/23), *Lost* (5/23) and *One Tree Hill* (6/6)

U.S. program highlights include: *Dancing With the Stars*, *American Idol*, *Lost*, *American's Got Talent*, *Million Dollar Baby*, *7th Heaven*, *Medium*, *Girlfriends*, *Two and a Half Men*, *What About Brian*, *One Tree Hill*, *The Office*, *CSI*, *Men in Trees*, *Las Vegas*, *Desperate Housewives*, *Brothers & Sisters*, *Friday Night Lights*, *Veronica Mars*, *So You Think You Can Dance*, *Are You Smarter Than a Fifth Grader*, *Ugly Betty* and *How I Met Your Mother*.

Canada Air Dates/Media: 5/15 – 6/6

Programming Highlights:

Canada

Spots will launch on 5/15 during *American Idol*, *Gilmore Girls*, *Veronica Mars* and *Entertainment Tonight* and will run until 6/6.

- Ontario Networks Include: Global, CTV-Ontario, CHCH, City TV, A Channel, OMNI 1, OMNI 2, Sun TV
- Local Networks: CJOH, CHRO, CKWS, CKCO, CKXT, ENG-CFCF, ENG-CKMI, CJON, CIHM, CKCW, CKCK, CFQC
- National Specialty networks include: Teletoon, Life (Slice), Much Music, MTV and W Network

Canada finales include: *Gilmore Girls* (5/15), *Ugly Betty* (5/17), *Brothers & Sisters* (5/20), *American Dad* (5/20), *Heroes* (5/21), *American Idol Performance* (5/22) and *American Idol Results* (5/23)

Canada program highlights include: *House*, *One Tree Hill*, *Veronica Mars*, *Girlfriends*, *Men in Trees*, *24*, *Two and a Half Men*, *My Boys*, *Scrubs*, *In Case of Emergency*, *Wife Swap* and *Gilmore Girls*.