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Sandlot Pictures Produces Gold Star Chili's New Advertising Campaign

Contributed By Gold Star Chili

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Look for Gold Star Chili's New Commercials

March 10, 2009 – CINCINNATI, OH - Gold Star Chili recently launched a new television advertising campaign, produced by Sandlot Pictures of Hyde Park, Ohio. Sandlot Pictures consists of three directors; Marty Driscoll, Don Regensburger and Phil Mastman, and focuses on film and video production for a variety of clients, including Gold Star Chili, Fazoli's, bigg's and Dave and Buster's.

"I have worked with Gold Star Chili for a number of years and enjoy working with them," said Driscoll. "This project was fun; we were running all over Cincinnati for three days shooting in various locations."

The new commercials, featuring approximately twenty neighborhood locations around Cincinnati, position Gold Star Chili as The Flavor of Cincinnati. The commercials were shot with a new HD Red camera, allowing Gold Star Chili the opportunity to shoot at a large number of locations for a lesser cost than had they used the older standard 35 millimeter camera.

"Since Greater Cincinnati's identify as much with their neighborhood as the city as a whole, a neighborhood focus is an important part of our marketing strategy," said Charlie Howard, Gold Star Chili's Marketing Director. "Gold Star Chili is a part of so many Cincinnati neighborhoods; we wanted to be able to include as many as possible in our commercials. And with Sandlot Pictures' offices located right in the heart of the Hyde Park Square neighborhood, they were the perfect production partner for this new advertising effort that communicates, The Flavor of Cincinnati."

The new Gold Star Chili commercials began airing January 12th and will continue throughout the year.

ABOUT GOLD STAR CHILI

Greater Cincinnati is Chilitown USA and Gold Star Chili is The Flavor of Cincinnati. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Greater Cincinnati/Northern Kentucky International Airport. To join the Gold Star Chili eClub or for more information, please visit www.goldstarchili.com.