

## **Award-winning video production team puts a holiday spin on Old Spice**

*Bestselling authors portray the relative your relatives could be like*

November 17, 2010 – Provo, UT – The authors of the *New York Times* bestselling book, *Crucial Conversations*, and their award-winning video team, have put a holiday spin on the Old Spice phenomenon.

[Holiday Spice: Relatively Speaking](http://www.youtube.com/watch?v=A4AevTvOhy0) debuted on YouTube today (<http://www.youtube.com/watch?v=A4AevTvOhy0>).

The full-production Web video draws attention to a common holiday quandary: most people dread attending their family get-togethers during the holidays. In fact, according to research conducted by the authors, four out of five people have attended a “miserable” holiday party with their family due to their unruly relatives’ bad behavior.

[Holiday Spice](#) solves this common dilemma by encouraging viewers to learn the skills in the long-running bestseller, [Crucial Conversations](#). Research shows nine out of ten people who are skilled at holding crucial conversations enjoy their family gatherings despite their relatives’ unruly behavior.

The one-minute Web video was produced and directed by the video production team from VitalSmarts and shot in Provo, Utah. Set construction took less than four days and the video itself was shot in less than eight hours and a total of 52 takes. Modeling the original Old Spice commercial, the video was shot in one continuous take without cuts or editing. Videographers used a Cannon 5D mark 2 camera.

The VitalSmarts production team has won multiple industry awards including three silver and five bronze Telly Awards (received in both 2010 and 2008). The Telly Awards honor the finest video and film productions and work created for the Web. The team’s award-winning videos can be seen at [www.vitalsmartscanhelp.com](http://www.vitalsmartscanhelp.com).

### **About VitalSmarts**

An innovator in corporate training and organizational performance, VitalSmarts is home to award-winning training products that deliver powerful tools for enriching relationships and improving end results. The company also has three *New York Times* bestselling books, *Crucial Conversations*, *Crucial Confrontations*, and *Influencer*. Their fourth book, *Change Anything*, is scheduled for release April 2011. VitalSmarts has been listed twice on the Inc. 500 list of fastest-growing companies and has taught more than 2 million people worldwide. [www.vitalsmarts.com](http://www.vitalsmarts.com)

**CONTACT:** Laura Ashby of VitalSmarts, L.C. +1-801-724-6269, or [lashby@vitalsmarts.com](mailto:lashby@vitalsmarts.com).

###