

# Pooneh Baby Toothpaste

[Advertising Films Official Selection, Annecy 2008]

Title: Sharp Tooth Beaver

Play Movie

Client: Paxan ([www.paxanco.com](http://www.paxanco.com))

Advertising Agency: DIDAR Advertising Inc.

Notes:

A little cute Sharp Tooth Beaver that can work faster than any other beaver (because of using Pooneh Baby Toothpaste, his teeth is sharpest) is playing in our ad.

The story and characters was developed by Mohammad Kheir Andish. Morteza Najafi directed the teaser. Formerly a very robust fur and hair solution was developed in DIDAR and was used in this TV commercial.

The animating was done by Fatimah Mehrabani, Elham Doost Haghighi and Mohammad Kheir Andish. Morteza Najafi, the director, is a rendering and compositing artist too and the look of this teaser was created by him based on Mental Ray engine.

Cast:

Producer: Hossein Najafi

Director: Morteza Najafi

Writer: Mohammad Kheir Andish

Lead Technical Director: Ehsan Hasani Moghadam

Art Director: Maryam Sefati

2D Artist: Mohammad Kheir Andish

CG Artists: Amir Gholamzadeh, Ehsan Hasani Moghadam, Mohsen Najafi, Hadi Sarraf

Sound Editing and Mixing: DIDAR Audio Studio Inc.

Music: DIDAR Audio Studio Inc.

Tools: Maya / Mental Ray / Shake