

## Q+A A QUICKIE WITH AN AGENCY PRODUCER



180, Amsterdam producer **Cat Reynolds** shares her thoughts on the art of persuasion, animation and her dual nature as both Cat and Mouse.

What's the most exciting reel you've come across lately?

One of my favorite directors is Bitstate. His reel is diverse, the guy lives animation. I'm also a fan of Hornet. Animation really makes me tick.

In five words or less, describe the perfect conference call.

"Dial-in, all on the line." My pet hate is waiting for people to join.

Your best excuse for going over budget?

Hasn't happened yet. Honest!

The best lie you've ever heard, or ever told?

I prefer to call lying, 'withholding the truth'.

What's the world's most underrated invention?

Contact lenses.

The buzz word or term you are sick to death of hearing?

Red thread.

What's the commercial you remember the most from your youth?

The lyrics for the Cadbury chocolate bar Fudge: "A finger of Fudge is just enough to give your kids a treat."

What's your dream production?

Adidas "Originals" has been a dream production. It has given me the opportunity to work with a diverse group of directors on five different content films, filming in five different cities. I'll be very happy if I get to produce more projects like that.

What's on your iPod?

New Young Pony Club, Nouvelle Vague, Vive Le Fete, Easy Dutch: Lesson 1.

What's your favorite vice?

Wine and cheese (my family calls me "The Mouse").

What was your last indulgence?

Too many glasses of wine while toasting in an outdoor spa with friends last night.

Your favorite quote on advertising?

"Advertising is not science, it's persuasion. And persuasion is an art."

*Cat Reynolds has produced at 180, Amsterdam for the last four years on campaigns including the adidas +10 World Cup campaign and Predator vs F50 animations.*