



Stanley Cup Champions Spell Their Names in NHL Promo

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Twenty-three legendary Stanley Cup champions, including Bobby Orr, Brett and Bobby Hull, and Wayne Gretzky, spell their name for viewers in the NHL's promo for the final game of the season.

The spot highlights the magnificence of having one's name engraved on The Stanley Cup as players from different eras and teams are united by this accomplishment.

The spot, "Spelling," was created by Cutters Studios New York in collaboration with the NHL and creative agency Baby Bear's Porridge.

"It was a thrill to work with original footage of all those legends I'd watched in decades of highlight reels," said Cutters Studios New York Editor Steve Bell. "This is the first time this many hockey superstars have ever been brought together for a shoot. That made this whole project pretty special for all of us, and it felt like even the players were enjoying it."

CREDITS

Client: NHL

EVP/CBO, Marketing: Brian Jennings

Group VP, Marketing: Casey Hall

Senior Manager, Marketing: Josh Dubin

On Camera Talents: Mike Bossy, Ray Bourque, Martin Brodeur, Bobby Clarke, Sidney Crosby, Phil Esposito, Sergei Fedorov, Wayne Gretzky, Bobby Hull, Brett Hull, Dave Keon, Mario Lemieux, Nicklas Lidstrom, Mike Modano, Mark Messier, Bobby Orr, Denis Potvin, Patrick Roy, Teemu Selanne, Billy Smith, Jonathan Toews, Bryan Trottier, Steve Yzerman

Creative Shop: Baby Bear's Porridge

Production Company: Superprime Films

Director: Samuel Bayer

Director of Photography: Samuel Bayer

Managing Director/EP: Rebecca Skinner

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Producer: David Kemp

Editorial, Audio and Finishing Company: Cutters Studios

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Audio Mixer: TJ Dumser

Senior Producer: Stephanie Rose

Executive Producer: Elizabeth Krajewski

Color Correction Company: Twelve

Color: Lez Rudge

Music: Future Perfect

Stock Footage: NHL Archives