

Design in Motion

Viewpoint Develops 'American Chopper' Promo Campaign

By Katie Makal

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[Viewpoint Creative](#) completed production on the 2004 promotional campaign for Discovery Channel reality series "[American Chopper](#)," which features a father-son custom motorcycle shop. The campaign premiered the week of December 14. The series' new season kicked off on January 12.

"The approach our team utilized was designed to raise the awareness, in both existing and new fans, of the start of the new season of 'American Chopper,'" stated Viewpoint Creative's Joseph Kiely, creative director, design. "We created a targeted campaign focusing on the premieres and highlighting Monday night on Discovery Channel as the place to be for unscripted family drama with a roller coaster of emotions and great craftsmanship."



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'American Chopper.'

The promotional campaign captures the true "Chopper" spirit; the visuals are dynamic, with an underlying personality that touches on the unscripted and fun side of the show.

Viewpoint Creative designer/art director Tom Bik explained, "We wanted to create an environment and tone that would be representative of Paul Teutul Sr. and Paul Teutul Jr. The concept is everything 'Chopper': bold, powerful and entertaining. The setting is a massive, abandoned factory with rusty pipes, huge cargo doors and pillars throughout the interior. Blue and yellow lights were cast across the walls of the interior to complement the 12 custom choppers that were displayed on the set. By letting shots play out, we were able to key in on the candid, reality-based side of the Teutuls. The combination of these two treatments created a successful promotion that is representative of the personality of



"American Chopper" Promo
[2.5 MB QuickTime Movie](#)