

## BEHIND THE SCENES



There's heaven and there's hell in advertising—and they're both vividly depicted in Leo Burnett's call for Andy award entries. Inspired by a Renaissance-era painting of heaven, hell and purgatory, the ad was created in five weeks by artist Fred Stonehouse, who specializes in religious iconology. The piece shows caricatures of Andy judges as gods (detail above), while mid-level creatives are caught in purgatory (which includes "ass kissers") and "hacks" are relegated to hell. "The whole thing came from one idea: If you win the Grandy ring, it's going to make you a god," said copywriter Jeff Canzona. "We're looking at advertising like a religion or a cult." The 6-foot-tall painting currently resides with the artist.