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The Best Work You May Never See: Coca-Cola's "The Great Escape" (spec spot) From Click 3X

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March 21, 2008, --- A belated happy holidays message comes in the form of this spec spot conceived, directed, edited and composited by John Budion of [Click 3X](#), New York. "The Great Escape" opens with empty Coke bottles and cans strewn about the city suddenly moving on their own towards an unknown destination. Cans scurry along the sidewalk. A bottle floats in gutter water through the town.

The Coke containers are seen throughout New York, including in the subway and even Grand Central Station, with one bottle even getting off a train and going up an escalator to a rendezvous point we can only imagine. Finally we see the cans and bottles crawling up the side of a building and onto a tree above a bench on which is perched a sleeping transient who wakes up to find a full bottle of Coca-Cola alongside him, with a decorative bow attached.

He appreciates the refreshing gift as the camera pulls back to show theCoke aluminum cans and glass bottles strategically placed along the tree to spell out "Happy Holidays."

Budion tapped into the production and post resources at Click 3X to produce the spec piece which was shot by DP John DeFeo.

