

ADVERTISING

Spike Lee's New Ad Touts Crypto as the Great Social Equalizer

Directs, stars in diversity pitch for Coin Cloud



By [David Gianatasio](#) on Jul 15 2021 - 9:30am



TWITTER



Spike Lee's in the money these days. New money, that is—digital currency.

"Old money, as rich as it looks, is flat out broke," Lee proclaims in a short film he also directed for Coin Cloud, which operates cryptocurrency kiosks nationwide.



"Old money's not going to pick us up. It pushes us down—exploits, systematically oppresses," Lee says from Wall Street, employing one of his **trademark dolly shots** as he speaks directly into the camera.

"But new money—new money is positive, inclusive, fluid, strong, culturally rich. Where status is anything but status quo," he continues.

Actors M.J. Rodriguez and Kendrick Sampson, drag performer Shangela, singer Teyana Taylor and others make cameos to drive home that diversity message, as '70s club-thumper "Galaxy" by War swells on the soundtrack.

"Do your own research," Lee concludes, as we watch people use Coin Cloud machines, exchanging old money—most pointedly, **a Harriet Tubman \$20 bill**—for Bitcoin and other forms of crypto. "The digital rebellion is out. Old money is out. The new money is in."

Developed with Campbell Ewald, the two-minute film streams on platforms such as YouTube, with **this :30 edit** running across Comedy Central and other cable channels.

"I had a vision of us creating more than a commercial and actually starting a real conversation as we are talking about a major flex in the financial market: the democratization of currency," Coin Cloud marketing chief Amondo Redmond tells Muse. "I needed someone whose collaboration would add validity to what is a growing yet still not-well-defined category. Spike is that

picking me up from the theater and shouting, 'Did you know Black people make movies?' Until that moment, the idea of being creative as an occupation was foreign to me. Spike is the reason I'm in a creative industry today."

"His films have always focused on social equity themes—that's exactly what I needed," Redmond adds. "Spike brings a cinematic edge to his work while keeping a sense of simplicity."

Indeed, the commercial generates considerable heat from Lee's presence and visual elan, without ostentatious camera tricks or artsy bells and whistles. That said, the spot **has detractors**, with some claiming its depiction of crypto as a social equalizer doesn't quite jibe with reality.

"Our goal is for people to hear our message and go to one of our machines to use our services," Redmond says. "However, first hear the message. Do your own research. Then come try us."

CREDITS

Client:

Amondo Redmond, Global Chief Marketing Officer

AJ Lewis, Marketing Director

Jonathan Parra, Product Designer

Elise Villadoz, Social Media Manager

Campbell Ewald

Silmo Bonomi, Chief Creative Officer

Clarence Bradley, Chief Creative Officer

Kari Shimmel, Chief Strategy Officer

Nat Resende, Executive Creative Director

David Mackereth, Executive Creative Director

Colin Padden, Director of Account Services, Detroit

Justin Morley, Account Supervisor

Chris Marchegiani, Group Director, Integrated and Brand Strategy

Martha Torres-Carter, Associate Director, Integrated Production

Sally Burger, Digital Project Manager

Andrew Peters, Digital Designer

Jamie Rubin, SVP Managing Director Media

Helen Giles, Group Director Media Investments

Sharon Cooper, Media Planning Directors

Jim Lorden, Media Planning Directors

Ken Carver, Associate Media Director Investment

Todd Chawansky, Assistant General Counsel

David Flumignan, Channel Delivery Manager

Production Company

40 Acres and A Mule Filmworks

Director – Spike Lee

Assistant Director – Mike Ellis

2nd AD – Tim Stacker

Production Designer – Anthony Dimeo

UPM / Line Producer – Jason Sokoloff

Director of Photography – Kai Saul

Creative Editor, Adam Gough

Audio Mix

C5 Sound

Post Production

Harbor Picture Company

Design

John Contino, Chief Creative, Contino

RELATED STORIES



Sports

FKA twigs Directed Facebook's Olympics Ad About Skateboarding

By David Gianatasio



Advertising



MUSIC

'Life Is a Song' in Bob Weir's Lovely Ode to Music for McIntosh Labs

By David Gianatasio



ADVERTISING

Spike Lee's New Ad Touts Crypto as the Great Social Equalizer

By David Gianatasio



SPORTS

Channel 4 Finds the Humans Inside the 'Superhumans' In Another Epic Paralympics Ad

By David Gianatasio

FEATURED CLIO AWARD WINNER

CLIO





NYC Botanicals. Dog

2021 Clio Health Bronze



VIEW WINNER

MUSELETTER

SUBSCRIBE

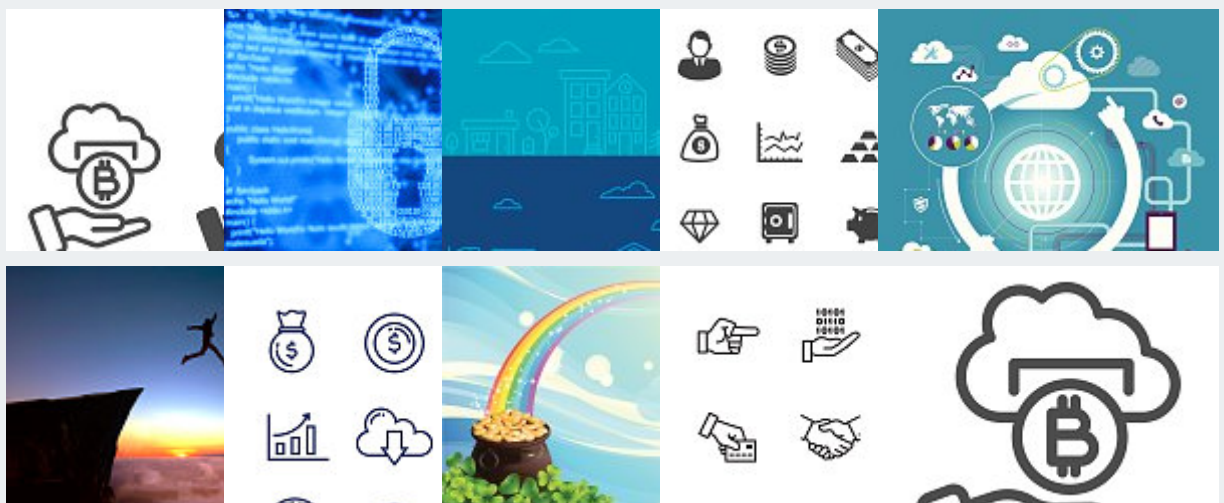
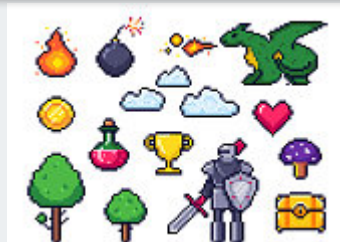
The best in creativity delivered to your inbox every morning.

Sign Me Up

ADVERTISING

Related content from:

iStock



[View more iStock images >>](#)

Like What You've Read?

Sign up for the daily Museletter for the latest ad campaigns and the stories behind them.

[Subscribe](#)

The Clio Network

- Clio Awards
- Clio Fashion & Beauty
- Clio Sports
- Clio Music
- Clio Entertainment
- Clio Health



MUSE by Clio © 2021

[About Us](#) [Contact Us](#) [Cookie Policy](#)

[Privacy Policy](#) [Terms of Services](#)

[Advertise with Us](#)