

GO

[Sign up for free e-mail newsletters](#)

A
D
C
R
I
T
I
C

T
V
/
V
I
D
E
O

Sonic: The Stalls - I've Found the Girl



00:30 00:01

Male bonding ensues at the drive-thru.

Sonic's Pete and T.J. get episodic, tied to MTV's **Backchannel game** for *The Hills*. As the main sponsor, The Stalls airs as the first spot during the show's first break, until the finale on December 22. The plot thickens over broadcast, but Sonic's branding will be on the Backchannel page, in banners, and in a sponsored contest to send winners to a *Hills* finale party.

[E-mail to a Friend](#)

Your email:
Friend's email:

Full Credits

Client: Sonic
Agency: **Barkley**
Chief Creative Officer: **Brian Brooker**
Creative Director: **Pat Piper, Paul Corrigan**
Copywriter: **Sarah Coker, Libby Hall**
Art Director: **Jeremy Fuksa**
Agency Producer: **Charlie DeCoursey, Rob Loud**
Production Company: **Daily Planet**
Editorial Company: **Whitehouse**

Tags

comedy/dialog, food, North America, U.S.

find new jobs.
find top talent.
Ad Age **TALENT** WORKS

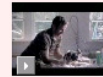
R
E
L
A
T
E
D

More from: [Barkley](#) | [Sonic](#)



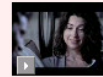
Sonic: The Stalls - I've Found the Girl

Male bonding ensues at the drive-thru.



Helzberg Diamonds: Dog

Probably a Miami Dolphins fan.



Helzberg Diamonds: Pedicure

Might as well be a perfectionist.

