



Q&A with Doritos 2009 winner, Ryan Coopersmith

Q: How has winning the 2009 Doritos program changed things for you?

A: Doritos gave us an amazing opportunity to actually make films the way we want to make them and learn the way we want to learn. The money we [I]won has allowed us to purchase new equipment and take chances in our art. Entering that contest is one of the best things we've done as a filmmaking group.

Q: You found out you won while you were in Toronto, what happened when you got home?

A: The response we received was amazing – it was like we were the Beatles! We were so blown away by the support that we actually threw a huge thank you party for our friends, families and fans. The people who voted helped make our video reach the top so we wanted them to share in the excitement.

Q: This year you are helping Doritos with some of the program. How does it feel to be brought on as part of the production team?

A: Getting to help out on this year's program is a sign that we've actually made it. It's like we've graduated and now have a real job in the industry we love. It's pretty cool.

Q: What advice do you have for the people entering the contest this year?

A: Be different and leave them with a laugh! Think of all the crazy things you've always wanted to do and say and bring that to life in your video. I'd also suggest submitting multiple different videos. In 2009 we had several submissions because we didn't know which one people might like. And if all else fails, a dog in sunglasses is killer!

Q: The 2010 program will actually provide a measurement of someone's social status for the first time. What do you think of this idea?

A: I really love this idea of measuring your online impact. There is so much happening online each day, each minute even, and to me it's interesting to see not only what people create but how many people that creation can reach. As a filmmaker I consider myself an artist in a way and giving people a chance to show their art of a larger group of people is a great thing in my mind.

For more information, to view submissions, and full contest rules, please visit www.doritosvirality.ca.

Megan Johnson, Fleishman-Hillard: 416-645-3643, megan.johnson@fleishman.ca

Michelle Lewis, Fleishman-Hillard: 416-645-8181, michelle.lewis@fleishman.ca

Sabrina Ramlall, Fleishman-Hillard: 416-645-8207, sabrina.ramlall@fleishman.ca