



Services

- Marketing Consultant

Gain marketing expertise to use as needed.

- Website Design

Clean and clear, your site should inform and influence.

- Print Design

Marketing collaterals can carry through your brand.

Medicine is your business.
Marketing medicine is mine.

Are you “bumping the lamp”?

What is your business’ attention to detail? Can you honestly say that you and your team are “bumping the lamp”?

“Bumping the lamp” you ask? This is one of the stories of Disney, one that defines the approach to quality, both in product and customer focus that defines this company.

In filming the movie “Who Framed Roger Rabbit”. Disney wanted to do something that was unique and different, something they had never done before. This film was a masterful use of live action with animation. To create the animation, over 85,000 hand-inked and painted cells were created and composited with the live-action backdrops, live-action characters, and hand-animated tone mattes (shading), and cast shadows using optical film printers. This was a time when sophisticated computer animation in motion pictures was in its infancy.

In one scene, Roger, hiding in a darkened room bumps his head on a lamp, which causes shadows to continuously move throughout the remainder of the scene. As originally written (and animated), the “bump” did NOT occur. It was an accident! The director, after seeing the rough cut, decided that it would be funnier if the “bump” occurred. Disney instructed the animators to go back to the drawing board re-create the entire animation sequence. This meant they had to re-do hundreds of drawings, to accommodate the shadow. All of this effort, just to make a better product? Tons of time and effort went into making the shadows match between the actual room shots and the animation on Roger. For most viewers of the film, it was not even noticeable and most assume it was some computer animation at work here. But remember, there were no computers doing this kind of animation when this movie was filmed. According to Disney, this special attention to detail is what actually made this movie unique.

Disney’s CEO, Michael Eisner adopted “Bumping the Lamp” as a mantra for its employees. He created a welcome video for all new employees about this new company mantra. In the video, Eisner discussed the details behind “Bumping the Lamp” and why each Disney employee should pay attention to details others may not notice. “Bumping the Lamp” was used by Disney to show both new and existing employees how and why you should always put forth extra effort, go the extra mile and do a little bit more than people expect. It’s the Disney way!

Are you “bumping the lamp” in your business?

Our first consultation is at NO COST.

Call or email today to schedule an introductory meeting.

Let’s talk about where you are with your marketing and where you want to be.