

Sensation! \$2.2M vs. \$800: Wes Anderson or LaArtTV—Who Captures the Pen's Soul?

Wes Anderson's \$2.2M Montblanc add vs. LaArtTV \$800 cinematic challenge. Compare *Montblanc: 100 Yrs of MEISTERSTÜCK* with LaArtTV *Montblanc Play Romance*. One costs millions. The other creates an unforgettable experience.

For professionals reviewing major brand commercials, Mr. Lee Clow TBWA\Chiat\Day established a key principle: every pre-production element must be carefully examined. Creative direction should be assessed for fairness, competitiveness, before a campaign moves forward.

Direction: First, use a two-screen setup to view both commercials simultaneously with the audio off. Below.

<https://youtu.be/FMtU0tkpi3E>

One. Meticulously note: Product display—how clearly and creatively is the product presented? Evaluate the synchronization between the product, artistic vision, and visual appeal.

Two. Then review each commercial separately with audio, below.

Link to Wes Anderson video with sound: <https://youtu.be/4oJg8nd0rx4>

Link to LaArtTV video, with sound: “*Montblanc writing Romance*”: <https://youtu.be/OYR-cZULnCO>

Three. Evaluate how the product visually aligns with the script, music, overall design. Do the visuals alone capture continuous attention? Assess how effectively the brand is integrated into the story and how often the pen is visibly held and used on screen.

Wes Anderson Concept:

In Montblanc’s 2024 *100 Years of Meisterstück* campaign, Wes Anderson (*Asteroid City*) creates an ad for the pen. Bavarian characters descend from a mountain to cabin, where a calm monologue celebrates craftsmanship, precision, and timeless art of writing. Time: 3 minutes 9 seconds.

LaArtTV Concept:

“Montblanc Writing Romance” is an \$800 cinematic art performance shot with a Z CO₂ film camera. Poem where Montblanc writes love letters, dinners, and words into intimacy. Actors rehearse the world’s oldest known love poem by King Shu-Sin (2000 BC), It asks: *What is lifestyle if not lived?* Time: 1 minute 55 seconds.

Link to Wes Anderson and LAARTTV scripts:

https://docs.google.com/document/d/1UCcvxUW9CUHBnNt_YedrA2JofXitzmtj40OBAgZg8ws/edit?usp=drive_link