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# California Faucets' Latest Pixar-Style Video Wins Three Global Awards for Creative Marketing

Accolades for the company's whimsical animated marketing video "California Chameleon" includes the top Gold honor from The Telly Awards, the world's largest video award program



(Huntington Beach, CA, July 13, 2023) California Faucets has been recognized for excellence in video production and creativity by three of the entertainment industry's most prestigious audio/video award programs for "**California Chameleon**," its latest Pixar-Style video. In an industry dominated by large corporations with huge advertising budgets this was no small feat. Beating the odds, the whimsically unique video scored Gold

**"California Chameleon" received top Gold honor from The Telly Awards, the world's largest video award program**



### California Chameleon changes color to match faucet

with The Telly Awards—the world’s largest award program for videos across all screens—as well as top honors in The Ava Digital Awards and Muse Creative Awards.

“California Chameleon was created to entertain and educate viewers about our abundance of artisan finishes,” explains California Faucets CEO Jeff Silverstein. “The triple crown win is testament to our unique ability to tell a story that stands apart from huge multi-national corporations in the business of churning out mass-produced products,” he says, crediting the winning video in large part to Chief Marketing Officer Noah Taft, who conceptualized and wrote the script for the video he co-produced in collaboration with Director, Alex LaFlamme.

California Chameleon successfully ‘broke through the static’—the theme of this year’s Telly Awards—of the internet, social media, and decorative plumbing industry, notes Silverstein, who adds, “With the ever-increasing ubiquity of video in our lives, we’re fortunate to have our talented Chief Marketing Officer Noah Taft and his Hollywood screenwriting background.”

This isn’t the first time Taft, a former TV sitcom writer/producer, has broken through the static. He was the mastermind behind past award-winning marketing videos including dancing tub-fillers in **Tub Filler Fever**, singing bath faucets in **Aqua Pella**, and a refreshing duet in **Bath Time**. In addition to the Telly, Ava Digital, and Muse Creative awards, Taft’s past groundbreaking videos were recognized by the MarCom Awards and Brand Builder Awards.

### About California Faucets

At California Faucets, we believe in **artisan hands**, not mass production. Recognized as the “Best Value in Luxury Faucets” by StarCraft Reviews, the oldest independent reviewer of faucets, StarCraft Reviews, we’ve been designing, finishing, and assembling solid-brass bath products at our Huntington Beach factory since 1988. Available in 25+ artisan **finishes**, every faucet can be easily customized or purchased exactly as shown in our catalog. Our popular bath collections proudly provide the latest in bath and shower technology with innovations such as **StyleDrain®**, **StyleTherm®**, and **ZeroDrain®**. These groundbreaking innovations turn utilitarian products into beautiful design statements and are the heart of our ever-evolving line of bath faucets, shower fittings, luxury drains, and accessories. We’ve also applied the same handcrafted quality and custom options to a full line of kitchen faucets. Our **Kitchen Collection** combines Italian design with California craftsmanship and offers a full range of matching accessories for a thoroughly coordinated look. For more information about California Faucets, call 800-822-8855 or visit **CaliforniaFaucets.com**.

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