Lipton Brisk Iced Tea is going to help promote stop motion in ways most can't imagine.

If you've seen these spots on TV, it's because Lipton is one of the biggest users of stop motion outside of feature films and outside of the Christmas season. They have given money to many studios and individuals, and they have allowed many of the artists to make some of the highest quality animation they can.

Another plus to the stop motion community are the celebrities that are also involved with the campaigns. Ozzy Osbourne and Danny Trejo are main characters that were turned into the latest stop motion puppets. Everyone will probably remember a few months ago, Chuck Liddell was also turned into a puppet as seen here called Tiny Chuck. A lot of people think the spot was just satire and that stop motion puppets can't really cause that much mayhem. But we've heard rumors that the events were real :)

Getting back to the new spots, many artists and animators were involved. Webster Colcord who has an animation blog has shared a few images and descriptions of his first hand accounts working for Lipton. He's also got some close-up shots of the rigs they used to keep all those puppets flying through the air. Something that is difficult for a lot of newcomers to the art. It looks like a manfrotto camera mount and some home brewed rigs were used. You can check out the additional pictures and descriptions on his blog here and also here .

Below are the two latest spots you can watch from YouTube on Liptons official channel here .

{youtube}deijjyrFPEQ{/youtube}

{youtube}_eUZ0-_6LqY{/youtube}

And the making-of film with Ozzy Osborune.

{youtube}zAh9teGuNcI{/youtube}

Here's a list of who else was involved in the production.

For Machete: Misha Klein (animation director), Justin Kohn, Rich Zimmerman, me, Amy Adamy. For Ozzy: Scott Kravitz (who also did all of the "teaser", Amy Adamy, Justin Kohn, Matt Manning, me, Misha Klein (animation director)

UPDATE: As mentioned on the last live show, Lipton and Slim Shady teamed up for their latest and greatest Super Bowl commercial ever. Below are the related videos:

{youtube}RjRClnEJUH4{/youtube}

{youtube}1DHo8fYFsd0{/youtube}

{vimeo}19755481{/vimeo}