

# Duck Soup Productions Inc.

2205 Stoner Avenue  
Los Angeles, California 90064

URL: [www.ducksoupla.com](http://www.ducksoupla.com)

As the name suggests, Duck Soup Productions prides itself on being a versatile animation studio. With expertise in television commercial productions, this studio has produced some of the most famous 30 second ads in the 1990s: Froot Loops, Frosted Flakes and Nestlé are just a few of the clients that continue to return year after year.

Roger Chouinard, the founder of the firm, emphasizes individual attention to all clients. The services provided include character design, story concept, film title design, illustration and art direction.

With a current staff of 25, Duck Soup is able to extend itself at every opportunity. Experimental animation, though not viewed as the main focus of this firm, continues to be a proud hallmark. Collaborative efforts with specialists such as Lucasfilm and Industrial Light & Magic have offered Duck Soup's six animation directors and talented staff numerous occasions to contribute creatively and professionally.

## Management

The management at Duck Soup is comprised of four board members. Each member's vote weighs equally at all meetings. Decisions are made when a consensus is reached. The team stays grounded by allowing debate on any suggestion initiated from the creative development teams or staff.

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Duck Soup receives work from agencies with an accompanying storyboard. From this starting point, the "quality" of the project is assessed. The factors which weigh equally in the evaluation process are: financial aspects, aesthetic principals, schedule and creativity.