



*name: Butch M. Dela Cruz
home: Valenzuela City
age: 25 yrs.*

position: Senior Technical Support Staff for 2 years & 8 months

romantic status: Available if needed

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Boy Next Door in Action: Butch Dela Cruz in his first TVC

Jenny C. delos Santos

When I heard that Sir Karlo Magpayo was looking for an in-house talent who can play the supporting role in St. Peter's latest Television Commercial (TVC), I was excited to find out who among my good-looking officemates will make it to the final casting. It was not St. Peter's first TVC; however, it seems like it was the first real TVC to me because of its unexpected comical approach plus the fact that a real life model/endorser (Yani Dris) was part of the production team.

After the auditions, I was surprised to discover that the funny, makulit and boy-next-door guy, Butch dela Cruz (Technical Support Staff), made it to the final casting (What!?!). I do not underestimate his acting talent but I just didn't know that Butch was up to the challenge. Anyway, it's a big break, after all.

Traces of Butch

Butch is a graduate of Bachelor of Science Major in Computer Engineering at the University of the East in 2005. He started his exciting career at St. Peter Life Plan as Technical Support Staff on September 6, 2006. He immediately got along with his peers and was easily appreciated by others because of his enthusiasm and commitment in helping anyone who needs technical support. Seeing his dedication to work, he was chosen to be part of the organizing committee of several corporate events such as the National Convention and Marketing Conference. He also actively participates in the annual St. Peter Group of Companies (SPG) Sportsfest as a basketball player and even shared his suave dancing moves during the 2007 SPG Sportsfest Closing Ceremonies.

Hot Seat

I was amazed to see the outcome of St. Peter's latest TVC. It was beautifully done, very creative and unique. It made me realize that preparing for death can be that fun and exciting, and it does not have to give us goose bumps or any eerie feeling. I was pretty sure that the people behind the TVC enjoyed making it as much as I enjoyed watching it.

Enough of my opinion and let us focus on the guy in the hot seat, I wonder how Butch felt like to be part of the project. Was he scared of the camera or did he like being on the spotlight?
grin

Luckily, I had a chance to feed my curiosity.

Jen: *What was your reaction when you were chosen to play the role of the Family Care Representative (FCR) in our TVC?*

Butch: *Hmmm... Nothing. Wala naman kasi feeling ko either si Antonio [also a Technical Support Staff] or si Gabbie [Admin Department Staff]*

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ang kukunin. Then, I was shocked and at the same time nahiya kasi nangungulit lang ako during the audition tapos ako pa pinili.

Jen: Hindi ko rin alam na ikaw ang mapipili nila! Haha! Anyway, upon learning about this project, were you excited?

Butch: [laughs] Kinakabahan ako, pero excited din.

Jen: So, what did you feel when you saw Yani?

Butch: Hmm... Feeling? I don't remember! May nakabantay kasi. [laughs]

Jen: Follow up question: Sino ba ang nakabantay?

Butch: [laughs] 'Yun lang! Next question, please!

Jen: Showbiz na showbiz mga sagot... haha. Moving on: Did you ever think of backing out?

Butch: A little. But dahil sa isang tao sa tabi-tabi... hindi ko na itinuloy. [laughs]

Jen: Follow up question again: Sino naman itong taong nasa tabi-tabi?

Butch: [laughs] Secret!

Jen: Secret secret pa! So, after the shooting, what were your family's,

friends' and officemates' reactions?

Butch: Sa family ko? Ayaw maniwala! [laughs] Well, except sa mama ko. Sa friends ko... hindi ko sinabi! Sa mga officemates naman, sila na daw mag-manage sa career ko... Sa branch naman lagi akong tinatanong kung ako nga yung nasa TVC at magkano daw talent fee. [laughs]

Jen: So, is this your first acting stint? or have you been part of any play during your school days?

Butch: Acting? Tek... During my highschool days, lead actor din ako sa stage play namin na "Mark Anthony and Cleopatra." Tapos sa church namin kung saan ako Sacristan, gumapap din ako na Joseph the Dreamer. May acting experience na pala ako! [laughs]

Jen: Can you share any memorable scenes or stories during the shooting?

Butch: A lot! Madami talaga! Halos wala kaming tulog kasi tuluy-tuloy yung shooting sa bahay nina Doc

Memorable scenes siguro yung naka-take 33 kami dahil sa dialogue ni Yani na "kulay... pink!" [laughs] And 'yung dialogue ko na napaka haba na "Yes, Ma'am! Pwede po lahat yan!" It was short but I

repeated the lines over and over. Isama mo na 'yung simpleng pag move ng pen ko as I agree to Yani. Ilang beses pinaulit sa akin! [laughs]

Jen: 33 takes? Whoah! Ang tagal pala ng shooting at talagang pinaghirapan. Last question: So, after all these things, if given a chance, would you want to do another commercial?

Butch: Of course, why not? Ang saya kasi eh.

The interview was short yet fun. I felt like I'm interviewing a real artista! Showbiz na showbiz na si Butch! He certainly enjoyed shooting his first TVC.

There's one thing I realized while writing this article:

Iba talaga ang St. Peterians. Kabit saan mo dalhin, kayang kaya makibagay at mag-excel. Kabit anong oras, parating on-the-go. Therefore, it is indeed righteous to claim that Kabit Saan, Kabit Kailan, St. Peter Maaasahan!

"Memorable scenes siguro yung naka-take 33 kami dahil sa dialogue ni Yani na "kulay... pink!" [laughs] And 'yung dialogue ko na napaka haba na "Yes, Ma'am! Pwede po lahat yan!" It was short but I repeated the lines over and over. Isama mo na 'yung simpleng pag move ng pen ko as I agree to Yani. Ilang beses pinaulit sa akin! "

