

ABC developing 'Cavemen'

Comedy pilot based on Geico ads

By MICHAEL SCHNEIDER

Winner for most unusual piece of development this pilot season goes to ABC, which has turned a series of quirky Geico commercials into an actual half-hour comedy project.

"Cavemen" will revolve around three pre-historic men who must battle prejudice as they attempt to live as normal thirtysomethings in modern Atlanta.

Project, from ABC TV Studio, is penned by Joe Lawson, an advertising copywriter who was behind the "Caveman" ads -- as well as other Geico commercials (think the cockney-speaking Geico gecko, and the reality TV spoof "Tiny House").

Daniel Rappaport, Guymon Cassady, Will Speck and Josh Gordon are exec producers. Speck and Gordon, commercial directors who recently helmed the Will Farrell feature "Blades of Glory," are on board to also direct.



ABC pilot will ape insurance company Geico's caveman characters.