**The Directors**

*We want to know your take on the business of being a commercial director. We know that when agencies and brands are looking for directors to work with, they’re interested in problem-solving styles and approaches, as well as reel. So, we wanted to create a slightly different kind of directors’ interview series.*

*We’d also like a photo of you, so please attach an image of yourself to the email!*

Name:

Location:

Repped by/in:

Awards:

What are some upcoming projects that you're excited about? Tell us a bit about them?

What excites you in the advertising industry right now, as a director? Any trends or changes that open new opportunities?

What elements of a script sets one apart from the other and what sort of scripts get you excited to shoot them?

How do you approach creating a treatment for a spot?

If the script is for a brand that you're not familiar with/ don’t have a big affinity with or a market you're new to, how important is it for you to do research and understand that strategic and contextual side of the ad? If it’s important to you, how do you do it?

For you, what is the most important working relationship for a director to have with another person in making an ad? And why?

What type of work are you most passionate about - is there a particular genre or subject matter or style you are most drawn to?

What misconception about you or your work do you most often encounter and why is it wrong?

Have you ever worked with a cost consultant and if so how have your experiences been?

What’s the craziest problem you’ve come across in the course of a production – and how did you solve it?

How do you strike the balance between being open/collaborative with the agency and brand client while also protecting the idea?

What are your thoughts on opening up the production world to a more diverse pool of talent? Are you open to mentoring and apprenticeships on set?

Your work is now presented in so many different formats - to what extent do you keep each in mind while you're working (and, equally, to what degree is it possible to do so)?

What’s your relationship with new technology and, if at all, how do you incorporate future-facing tech into your work (e.g. virtual production, interactive storytelling, AI/data-driven visuals etc)?

Which pieces of your work do you feel show what you do best – and why? Include 3-4 links and a sentence or 2 about each piece of work!