



ALUN D PUGHE

FREELANCE FILM DIRECTOR

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[IMDB](#)

SKILLS

Highly Creative Storyteller

Excellent people skills

Good with children & families

Experienced in live action & animation

Equally proficient with writing my own scripts as I am adapting others' creative works.

ABOUT ME

Born in the mountains of Ceredigion, Wales I am a freelance film director with over a decade of experience making TV commercials and brand films. I've won multiple awards and been lucky enough to work with both big global corporations as well as more modest brands from all over Europe and beyond.

I genuinely love working with people and primarily see myself as an actor's director and, because of this, am often commissioned to work with children and families. I can work directly with creative agencies to come up with ideas and stories, or just as easily jump in later as just a film director working off of signed off creative.

My years of working within the advertising world has given me a strong sense for imaginative imagery and I have a reputation for creating striking visuals with energetic filming techniques that ensure all my storylines are dramatic, funny or moving in every way that they should.

SELECTED RECENT EXPERIENCE



Date: December 2022

Title: The Clem Burke Project

Client: **Roland**

Type: Branded Content & Socials

A 90 second animation for Roland to primarily show on their screens in the 2023 CES and NAM shows to introduce the theory that drumming can have huge physical, mental health and neurological benefits. I worked with Mr Burke himself (the drummer from Blondie) as well as execs from Roland before writing the creative, pitching it back to the stakeholders and directing the animation team.



Year: November 2022

Title: Tik Tok Safety

Client: **Tik Tok/ Gravity Road**

Type: Web Promo

Advert pushing Tik Tok's drive for better mental health. I was brought in late on this and all the creative was already complete so my role was simply to get strong performances from the non actors that made up the screen talent.



Year: September 2022

Title: DotPlot

Client: **Dyson/ JSP**

Type: Brand Film

A short film documenting the award winning DotPlot device, created by two young engineering students as a way of monitoring your breast for cancer. Their device won the JDA award and the film was used by mainstream media to promote their success.



Year: August 2022

Title: Saving Lives with Data in Costa Rica

Client: **Intel/ Team People**

Type: Brand Film

I was lucky enough to be asked to tell the story of Luis, a Costa Rican data analyst who literally saved hundreds of thousands of lives when, at the start of the pandemic, he (by trying to find a simple way of explaining to his mother how serious Covid could be) created a software model and ended up being asked to personally build a team to advise the Costa Rican president. A fantastic large crew, lots of fresh fruit and coffee and the company of wonderful local people made this the highlight of my year.



Year: June 2022

Title: Introducing the Henry Quick

Client: **Numatic/ Nymbi**

Type: TV Advert

Introducing a new vacuum cleaner to a beloved brand like Henry was a task the company took very seriously. I was asked to come onboard because of how I'm perceived to get to the heart of storytelling and this was their number one priority. I wrote up several creative treatments and worked with the brand to include all the elements that they considered vital to communicate to their audience whilst ensuring the ad remained fun. When greenlit I directed the shoot before overseeing post production.



Year June 2022

Ttle: Paris & Motion Input

Client: **Intel/ Team People/ UCL**

Type: Brand Film

I feel really quite honoured to have been asked to tell the story of Paris Baker, a 30 year old mother of two and ALS sufferer. Paris' life was turned upside down when she contracted the disease five years ago and her career as a gymnast came to a devastating stop. However, thanks to students at the UCL, ALS sufferers like Paris can interact with computers through a state of the art new motion input device that can track a user's eyes to control devices. This can mean selecting films on Netflix, ordering online shopping or even writing a novel and for those that can no longer move their hands this is life changing. Picked up and broadcast on BBC Click.



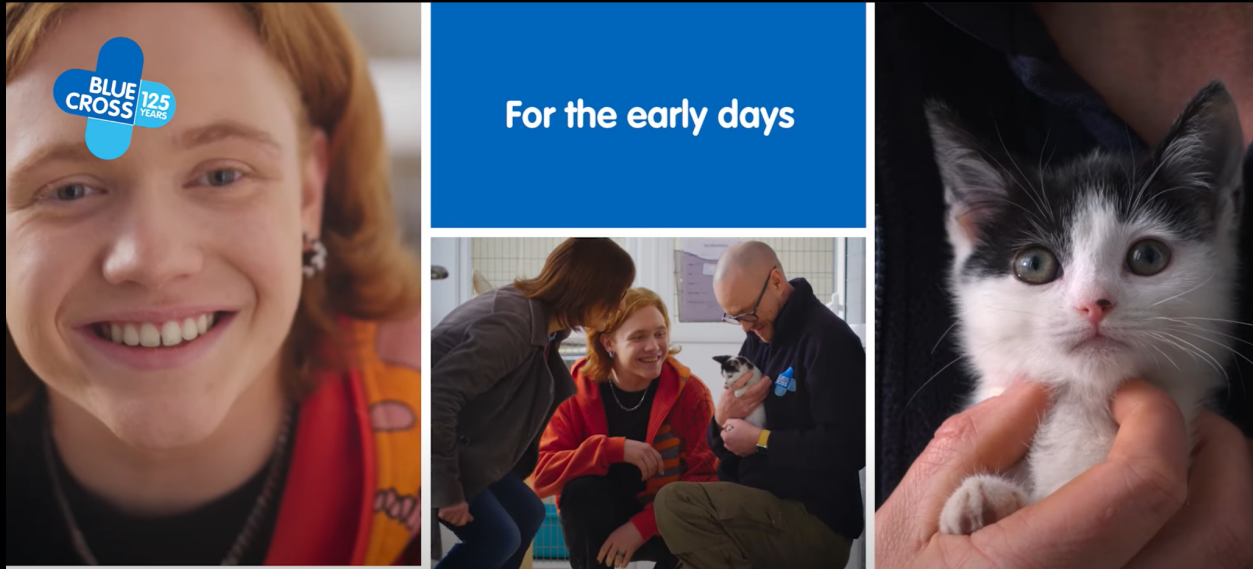
Year May 2022

Title: Celtic Routes

Client: **Visit Wales/ Visit Ireland/ Orchard TV**

Type: TV Advert

Following up on last year's Visit Wales/ Cadw TV ad promoting Welsh castles to tourists I was asked to work with the stakeholders to create an advert to encourage tourists to link up adventures in both Wales and Ireland. This meant two weeks of filming in the respective countries with a mini crew and a revolving door of actors. A truly wonderful experience.



Year: April 2022

Title: Lifelong Love

Client: **BlueCross/ Skylark**

Type: TV Advert

I was brought in to replace the director on this due to them coming down with Covid so my responsibility was limited to working with creative and boards that had already been completed. Regardless it was a joyful experience with a day filming with animals and another at a school with children.



February 2022

Title: Clubhouse Heroes

Client: **Principality Building Society/ Orchard TV**

Type: TV Advert

Promoting the 6 Nations rugby season, PBS promoted the idea of the rugby clubhouse and the volunteers you find working in them as part of their association with the sport. A mix of talent ages (from the elderly to a young boy) kept this one a fun and varied project.



January 2022

Title: Project Daybreak

Client: **Intel/ Team People**

Type: Corporate film

As the climax for Pat (Intel CEO) Gelsing's keynote I was asked to write and direct a piece on the importance of microprocessors to help him with his message to President Joe Biden and the American senators. The real difficulty was, due to Covid restrictions in Intel, filming this remotely. Not my first choice in techniques it provided many challenges but, thanks to a wonderful American crew and the support of a UK based team we pulled it off and Mr Gelsing was delighted with the results.

RECENT AWARDS

The branded content I made for Canon cameras was nominated for a Webby and won the agency I was commissioned by a CMA Content Agency of the Year award in 2018, 2019 and 2020. This was awarded for international ad campaigns (The Canon EOS-R launch) and branded content that sat on the Canon pro website (and usual social channels).

