

## Sonzero Directs Modern Family's Julie Bowen in Oscar Spot

***Top Celebrity Director Jim Sonzero's latest Neutrogena spot starring Julie Bowen debuted during the Academy Awards.***

LOS ANGELES—April 10, 2014—Jim Sonzero of [Sonzero Films](#), Los Angeles, has directed a [new ad](#) for Neutrogena starring *Modern Family's* Julie Bowen. Conceived by New York agency Roberts + Langer DDB, the spot, which debuted during this year's Academy Awards broadcast, presents Bowen in stunning close ups against a clean, minimalist environment. This is just the latest in a series of commercials that Sonzero has shot for Neutrogena. Other recent spots have starred Kerry Washington, Bella Thorne and Kristen Bell.

Sonzero's reputation as one of the world's foremost celebrity directors has made him the preferred choice to direct many of Hollywood's most famous faces. He is known for his ability to make talent feel comfortable and extract their best possible performances.

Sonzero's strong visual signature is also evident in the men's skincare category – his latest work



includes two adrenaline-fueled spots for L'Oreal Men Expert starring actor/martial arts expert, Daniel Wu (shot in Hong Kong) and a spot for Garnier Men and L'Oreal India starring Indian superstar Sushant Singh Rajput.

When it comes to capturing someone's essence, Sonzero is an expert. In every area - whether it be film or still photography - Sonzero optimizes every aspect of the creative. "It makes the

communication more engaging if the celebrity is relaxed and free to be spontaneous," Sonzero says. "Taking problem/solution copy and transforming it into a meaningful message is a true art in itself. Keeping a playful atmosphere in the 'sandbox' allows for nuances and happy accidents. This is that magic X factor that can turn a simple 'girl on a white cyc' spot into a fun intimate moment with a celeb, being themselves, not playing a character. The performance layer is as important, if not more critical, than the visual look of the film."

Sonzero is a multi-talented director who also works in feature films and is slated to shoot a horror film at the end of 2014.

Show reels and contact information can be found at [www.sonzerofilms.com](http://www.sonzerofilms.com).

For more information call 213.631.0552.

### **Credits**

Client: Neutrogena

Product: Rapid Wrinkle Repair

Agency: Roberts + Langer DDB.

Production: Sonzero Films, Los Angeles. Jim Sonzero, director; Pascal Lebegue, director of photography; Joan Babchak, executive producer.

Link: [https://www.youtube.com/watch?feature=player\\_detailpage&v=sxxl40M0kSI](https://www.youtube.com/watch?feature=player_detailpage&v=sxxl40M0kSI)



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