

## **FRANCISCO PUGLIESE – DIRECTOR**

Francisco Pugliese was born in Buenos Aires, Argentina in 1970. From his early childhood he was raised in an artistic environment set by his parents who were renowned publicists of the time.

Francisco directed his first commercial when he was only sixteen, after having made several documentaries for different painters which were showed at the National Art Museum of Buenos Aires. He pursued a career in Architecture, which he attended four full years till he decided to devote himself entirely to the advertising field. In 1989 he graduated as a 'Technician in Advertising' at the Buenos Aires Institute 'University of Belgrano'.

In 1989, Francisco moves to the US for the first time hired by Phillip Morris Corporation to take charge of the company's institutional communications and oversee all their brands in Latin American markets. After three successful years of working with various brands for Phillip Morris, namely Marlboro; Kraft Foods; Miller; Tang and Oscar Mayers - among others - Francisco decides to retreat from the corporate world and carry all his knowledge over to his own production company. In 1993 he opens "León Producciones" in Buenos Aires. At "Leon" he produces, directs and is the editor of awarded projects for all mayor agencies in Buenos Aires at the time: Grey; McCann Ericsson; Bates; FCB; Nazca Saatchi & Saatchi, etc.

Pugliese now lives in Los Angeles since 1995. Having had different U.S. affiliations during his first years in California and continuing to work for Argentina, Chile, Mexico and Europe, he decided to open his own production company in the US and in 2002 he launched Santa Monica-based D'Avant-Garde Media.

Francisco Pugliese is undoubtedly one of today's most achieved directors in USA's Hispanic market. He has directed over three hundred spots for television, most of which he produced and edited himself. He brings along a hands-on approach by doing most of his own camera work. He is adept at directing comedy, drama or action spots with the same capabilities both in Spanish or English.

He has received in several years the Latin Spots award *El Ojo de Iberoamérica* for 'Best Director of the US Hispanic Market' along with other important awards from International Festivals such as London, New York, Cannes, FIAP, Clio, Ad Age, to name some. Among his current clients are Nissan, Toyota, T-Mobile, Coca-Cola, Microsoft Xbox, Energizer, AOL, GM, Nextel, Peugeot, Procter & Gamble, McDonald's, Qwest, Burger King, Nestle, Shell Oils, Johnson & Johnson's, Bell Atlantic, Cerveza Tecate, Sol, Brahma, Domino's Pizza, ESPN, etc.

One of his mayor achievements was directing the first bilingual commercial to air in the history of Super-Bowl. This spot called 'Switch' was written by Hispanic agency Conill Saatchi & Saatchi for the launching of the 2007 Toyota Camry Hybrid.

Because of his long trajectory and expertise in the advertising field he has been invited as member of the jury of FIAP in 2005 and 2006 editions.

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## **AWARDS:**

- 2008 - Cannes Festival:** Shortlist, Toyota Tundra "Human Engine", Conill Saatchi & Saatchi.
- 2008 - FIAP:** Bronze, Easy "Fachadas", Del Campo Nazca Saatchi & Saatchi.
- 2007 - El Ojo de Iberoamérica:** Bronze, Toyota Tundra "Tundrazo Tour", Conill Saatchi & Saatchi.
- 2007 - El Ojo de Iberoamérica:** Bronze, Toyota Tundra "Human Engine", Conill Saatchi & Saatchi.
- 2006 - London Festival:** Finalist, LatinBeat Film Festival "Mechanic", Conill Saatchi & Saatchi.
- 2006 - FIAP:** Bronze, LatinBeat Film Festival "Immigration", Conill Saatchi & Saatchi.
- 2006 - Ad Age:** Gold, LatinBeat Film Festival "Immigration", Conill Saatchi & Saatchi.
- 2006 - Ad Age:** Silver, LatinBeat Film Festival Campaign "Immigration", "Mechanic", Conill Saatchi & Saatchi.
- 2006 - Ad Age:** Bronze, LatinBeat Film Festival "Mechanic", Conill Saatchi & Saatchi.
- 2006 - Caribe Festival:** Gold, LatinBeat Film Festival "Immigration", Conill Saatchi & Saatchi.
- 2006 - Caribe Festival:** Bronze, LatinBeat Film Festival "Mechanic", Conill Saatchi & Saatchi.
- 2006 - Caribe Festival:** Bronze, Low Budget Category, LatinBeat Film Festival "Mechanic", Conill Saatchi & Saatchi.
- 2006 - El Ojo de Iberoamérica:** Bronze, LatinBeat Film Festival "Immigration", Conill Saatchi & Saatchi.
- 2005 - El Ojo de Iberoamérica:** Finalist, Best Director for the Hispanic Market in USA.
- 2005 - Clio:** Finalist, LatinBeat Film Festival "Photo", Conill Saatchi & Saatchi.
- 2005 - New York Festival:** Finalist, LatinBeat Film Festival "Autograph", "Photo", Conill Saatchi & Saatchi.
- 2005 - Caribe Festival:** Gold, XBOX "Glider", Casanova Pendrill.
- 2005 - Cresta Int. Award:** LatinBeat Film Festival "Photo", "Autograph", Conill Saatchi & Saatchi.
- 2005 - Ad Age:** Bronze, T-Mobile "First Words", Conill Saatchi & Saatchi.
- 2004 - New York Festival:** Silver, LatinBeat Film Festival "Sexy", Conill Saatchi & Saatchi.
- 2004 - El Ojo de Iberoamérica:** Bronze, Best Production Company for the Hispanic Market in USA.
- 2003 - Ad Age:** Silver, Toyota Sienna "Family Research", Conill Saatchi & Saatchi.
- 2002 - Cannes Festival:** Shortlist, Proctec & Gamble Crest "Tinta", Bromley Communications.
- 2002 - FIAP:** Bronze, Proctec & Gamble Crest "Tinta", Bromley Communications.
- 2002 - Addy:** Gold, Proctec & Gamble Crest "Tinta", Bromley Communications.
- 2001 - London Festival:** Winner, University of the Incarnate Word "Psychology", Bromley Communications.
- 2001 - New York Festival:** Bronze, Proctec & Gamble Crest "Tinta", Bromley Communications.
- 2001 - Shaping the Future Award:** Euro "Los Garcia, Romantic Diner", TBWA Madrid.
- 2001 - Addy:** Gold, University of the Incarnate Word "Psychology", Bromley Communications.
- 2001 - Ad Age:** Bronze, Burger King "Smell", Bromley Communications.
- 2001 - Ad Age:** Bronze, Burger King "Fridge", Bromley Communications.
- 2001 - Ad Age:** Bronze, McDonald "Magician", The Vidal Partnership.
- 2000 - El Ojo de Iberoamérica:** Best Director for the Hispanic Market in USA.
- 2000 - Addy:** Gold, McDonald "Library", Del Rivero Messianu.
- 2000 - Se Habla Español Festival:** McDonald "Library", Del Rivero Messianu.

**1999 - Ojo de Iberoamérica:** Best Director for the Hispanic Market in USA.

**1999 - New York Festival:** Finalist, McDonald "Monopoly", Del Rivero Messianu.

**1999 - Addy:** Gold, Bell Atlantic "Yellow Pages Campaign", Conill Saatchi & Saatchi.

**1999 - Japan Festival:** Best of Show, Virgin Cola "Punk Band", Asatsu DK.

**1998 - London Festival:** Finalist, Bell Atlantic "Abduction", "Antiques", Conill Saatchi & Saatchi.

**1998 - New York Festival:** Finalist, Malloa "Striptease", Norcote Ogilvy & Mather.

**1998 - Addy:** Gold, Burger King "Casting Call", Bromley Aguilar & Associates.

**1998 - Se Habla Español Festival:** Ad of the Year, Bell Atlantic "Abduction", Conill Saatchi & Saatchi.

**1998 - Se Habla Español Festival:** Ad of the Year for Television, Bell Atlantic "Abduction", Conill Saatchi & Saatchi.

**1998 - Se Habla Español Festival:** Communication Award, Bell Atlantic "Abduction", Conill Saatchi & Saatchi.

**1996 - FIAP:** Gold, Bagley "Telemarketing I, II, III", Casares Grey & Assoc.

**1996 - FIAP:** Silver, Bagley "Telemarketing I, II, III", Casares Grey & Assoc.

**1996 - Montreux Festival:** Golden Award, Sagemüller "Play Dead", Lautrec Nazca Saatchi & Saatchi.

**1996 - Círculo de Creativos:** First Award, Bagley "Telemarketing I, II, III", Casares Grey & Assoc.

**1995 - Clio:** Finalist, Bagley "Hypnosis", Casares Grey & Assoc.

**1995 - London Festival:** Finalist, Bagley "Hypnosis", "Appetite Appeal", "Salesman", Casares Grey & Assoc.

**1995 - New York Festival:** Gold, Bagley "Telemarketing I, II, III", Casares Grey & Assoc..

**1995 - Lápiz de Oro:** Bagley "Hypnosis", Casares Grey & Assoc.

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