



ALUN D PUGHE

FREELANCE FILM DIRECTOR

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Represented by [Host Talent Group](#)

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SHOWREEL: <https://vimeo.com/85752>

Alun's [IMDB](#)

SKILLS

- ❖ Highly Creative Storyteller
- ❖ Excellent people skills
- ❖ Good with children, families & non-actors
- ❖ Experienced in live action & animation
- ❖ Equally proficient with writing my own scripts as I am to 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, web promos and brand films. I've won multiple awards and been proud to work on global campaigns for big international corporations as well as modest brands from all over Europe and beyond.

I am unashamedly enthusiastic and optimistic and am passionate about every part of the filmmaking process, especially working with actors. I am often commissioned to work with children, families and non actors and am proud that all those that work with me on my productions find the environment fun and safe.

I can work directly with brands to come up with ideas and stories from scratch or just as easily jump in later in the process to direct projects traditionally, working from a signed off agency's creative. My shoots always come in on time and within budget.

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

I am honoured to be a part of 'Bristol Crew', a handpicked selection of freelancers chosen to represent the cream of the industry in the South West. I am represented by Tom Gribby at Host Talent Group and am a member of Directors UK.

SELECTED RECENT EXPERIENCE



Date: **2023**

Title: **Roland: Find Your Rhythm**

Client: **Roland Drums**

Type: **Web Ad and Socials**

My Responsibilities: **Creative concept, storyboarding, script writing, casting, directing, editing and sound design**

A wonderful little film for Roland Drums and a joy to make. The client wanted to create something quite unusual for a musical instrument company and instead, in their words, go with a more “John Lewis” approach.

The result is the emotional journey of a teenage girl who, having just moved to a new school, finds friendship through her music.

When released in September 2023, the chance Roland took with a less product driven advertising campaign was vindicated and the film was extremely well received by musicians and industry professionals alike.



Date: **2023**

Title: [Go Platinum Darling](#)

Client: **Admiral**

Agency: **Populate Social**

Type: **Web Ad and Socials**

My Responsibilities: **Creative concept, storyboarding, casting, directing**

Populate Social got in touch as they'd heard of my reputation with getting fun performances from my actors. They had written an idea for an Ab Fab influenced story of two 60+ ladies on a Mediterranean holiday but wanted to see if I could look at their creative to see if I could find a hook. I responded with the "Dear Emma" approach where the voice-over would be in the style of a video message to an adult-aged daughter. The ladies would explain how sensible they were being whilst the visuals showed that they really were not.

The budget didn't extend to the French Riviera so the whole piece was, instead, beautifully shot in Wales and the client was delighted with the highly amusing final outcome stating "this is the best ad we've ever made".



Date: **2023**

Title: **Mr Mba presents Tik Tok Safety**

Client: **Tik Tok**

Agency: **Gravity Road**

Type: **Socials**

My Responsibilities: **Directing**

Working with Gravity Road and Tik Tok influencer Mr Mba we put together an advert to promote the importance of safety the Tik Tok brand puts towards its users.

Ensuring the talent was comfortable with filming in an environment he wasn't accustomed to was my primary concern (all his Tik Tok pieces are made by just himself in his spare room whilst this was a huge studio filled with a full crew and execs). The process was an absolute success however with all involved loving the experience.



Date: **2023**

Title: **Persimmon Homes Autumn Campaign**

Client: **Persimmon**

Agency: **Mr B & Friends/ Suited & Booted**

Type: **TV ad and Socials**

My responsibilities: **Script writing and directing**

A lovely shoot promoting the new homes Persimmon is building in the UK.

We worked with three different scenarios to create a hero ad and 3 X 15 second socials, featuring a total of six actors, a dog and a fake baby! Ensuring that the 15 second spots communicated the emotion in that tight time-frame involved strict observation of shot lengths. Making certain that the actors understood this without ruining their performances was a little like tight-rope at times, especially when you combined it with the technical elements but all went well and the clients were really excited with the results.



Year **2022 - 2023**

Title: **Celtic Routes: Find New Horizons**

Client: **Visit Wales/ Visit Ireland/**

Agency: **Orchard Media**

Type: **TV Advert & Socials**

My responsibilities: **Creative concept, storyboarding, script writing, casting, directing, editing and sound design**

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 Celtic countries with a mini crew and a revolving door of actors. A truly wonderful experience.

I wanted the ad to communicate that sense of adventure and magic that comes from taking a holiday in Wales or Ireland in contrast to the family on waterslides or a couple in a restaurant that you tend to see in typical tourism advertisements. Achieving this involved some very early call-times and late bed-times, scaling mountains in the dark, ferry crossings, days of driving and more than a few storms but it was absolutely worth it and the shoot itself felt at times like a childhood dream of adventure.



Year: **2022**

Title: [Introducing the Henry Quick](#)

Client: **Numatic**

Agency: **Nymbl**

Type: **TV Advert**

My responsibilities: **Creative concept, storyboarding, script writing, casting, directing, editing and sound design**

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. This involved a high end crew, actors including young children, a dog and a CGI department.



Year: **2022**

Title: **DotPlot**

Client: **Dyson**

Agency: **JSP**

Type: **Brand Film**

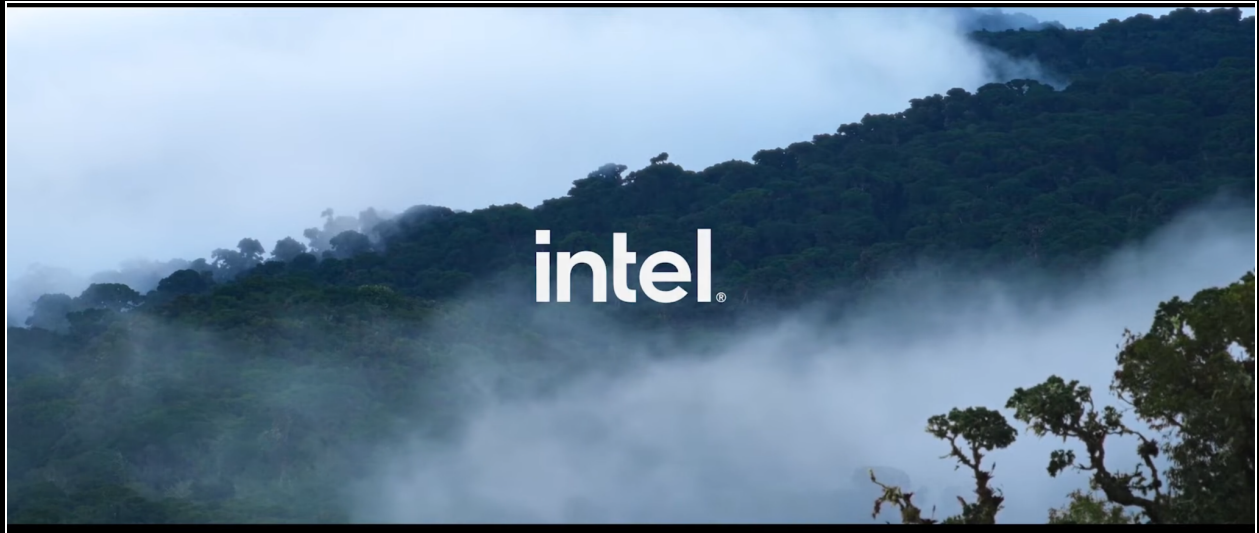
My responsibilities: **Creative concept, storyboarding, interviewing and directing**

A short film documenting the award winning DotPlot device, created by two young engineering students as a way of monitoring the female breast for cancer.

Their device was clearly an exciting and important invention that could save people's lives but the subject matter involved a sensitive touch and so I was very careful to build a relationship with the creators beforehand and gain their trust.

Utilising a micro crew set-up we spent a single day in London interviewing and filming the inventors before moving on to a big house in Bristol for a second day to create the narrative sequences.

The Dotplot device went on to win the JDA award and the film was used by mainstream media to promote their success.



Year: **2022**

Title: [Saving Lives with Data in Costa Rica](#)

Client: **Intel**

Agency: **Team People/ Spark Studios**

Type: **Brand Film**

My Responsibilities: **Creative concept, storyboarding, interviewing and directing**

I was 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.

Authenticity was key but by summer 2022 any media relating to COVID was deeply unpopular. Instead of focussing on the pandemic I decided to make the film's theme be more about how one individual can create massive change. Luis is a humble man and felt uncomfortable with the heroic pedestal he was being put upon so I brought in a second voice to share the storytelling. This meant Luis could simply relay the facts whilst Timothy, a government employee and important character to the story, could describe the amazing results that Luis was too modest to.

I was flown over to Costa Rica where I had to rapidly build relationships with and successfully manage a large local crew, despite differences in language, culture and working practices. It was a privilege and the fresh fruit, delicious coffee and wonderful local hospitality made this the highlight of 2022 for me.



Year **2022**

Title: [Paris & Motion Input](#)

Client: **Intel/ UCL**

Agency: **Team People/ Spark Studios**

Type: **Brand Film**

My Responsibilities: **Creative concept, storyboarding, script writing, interviewing and directing**

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 now interact with computers through a state of the art new motion input device that can track a user's eyes to control devices.

Working with Paris was one of the hardest things I've ever had to do. Not only could she sometimes only manage to deliver a single word at a time but the emotional stress of her reading lines that describe how she was defying scientific norms by staying alive simply so that she could bring up her children was devastating.

It took masses of patience, resilience and the exact right amount of encouragement but after we wrapped not only did Intel proudly push the piece globally on science programs like BBC Click but Paris' family and the University of College London took time to thank me personally for the sensitivity in telling their stories.

RECENT AWARDS & ACCOLADES

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).

Reactions from my short film "[The Space Between Us](#)":

"A beautiful piece. I was in floods!" **Brenda Blethyn** (*Vera, Pride and Prejudice, Little Voice*)

"Beautiful and complex" **Maxine Peake** (*The Theory of Everything, Star Wars: Visions, Inside No 9*)

"Lovely writing and a fantastic performance. I shed a tear" - **Tracy Brabin** (*Former Shadow Secretary of State for Digital, Culture, Media*)

For any further questions on my work or enquiries regarding availability please feel free to contact me via the contact details on the first page. I hope to hear from you soon!

WWW.ALUNDPUGHE.CO.UK