

As a director (and occasional actor), my goal is always to create characters that the audience can really connect with. And they feel that they are discovering something nobody else notices. It's about being subtle in some point.

I want the audience feel the same fanxiety and struggle that our funny characters are going through, but then also be able to laugh and say "hey, I've been there too" or "I know a guy like that."



For me, the best comedy comes from finding the humor in the midst of all that drama. And that's exactly what we're going to do with this Coors Light ad. We're going to turn those 15 seconds into a shot of comedy that will bring joy and relief to all the fanxious folks out there.

So let's get to work, people! It's time to score some laughs!

