



## BRANDON KRAINES

Brandon Kraines is a young rising Los Angeles-based producer and director with a far-reaching body of work. Brandon has produced and directed commercials, online branded campaigns, music videos, documentaries and web series.

His commercial clients have included well-respected global brands such as Disney, Time Warner, Sprint, MySpace, Activision and Mitsubishi. Consequently, Brandon has rapidly become recognized as an up-and-coming helmer in the world of advertising. In 2007, he solidified recognition by winning the Gold ADDY and Best of Show award at the American Advertising Federation's annual competition for the Suave Shampoo spot "Catch." He also took home a Silver ADDY for the Bud Light spot "Ladies Room."

In 2008, a hilarious comedy short directed by Brandon, titled "Hands Free", was viewed millions of times on the homepages of MySpace, FunnyorDie, [Break.com](#) and [CNN.com](#) - and was broadcast on CNN Domestic and International. In 2009, this overnight viral hit was recognized with two Bronze Telly Awards.

A passion to encourage laughter has also coincided with Brandon's desire to support worthy social stories. In 2008, Kraines directed a series of high profile, celebrity-driven PSA's for U.S. Campaign for Burma. The spots lobbied for human rights in Burma and starred Jason Biggs, Kim Kardashian, Steven Seagal and Damian Marley. Brandon also directed an online viral PSA encouraging voter registration and involvement, for Norman Lear's Declare Yourself, starring Jessica Alba and Hayden Panettiere, titled "The Muzzler". This PSA won a Silver Telly Award.

In 2009, Brandon wrapped "The CrossOver", a documentary which presents a look into basketball star, Ty Lawson's journey from the NCAA championship to the NBA. In addition, Brandon was selected for Shoot's 2009 New Directors Showcase. Only 32 Directors from around the world received this honor.

In 2010, Brandon teamed up with the Harlem Globetrotters for a branded web campaign, which has garnered 1.8 million views and counting. He received a Gold Telly award for a PSA on a homeless shelter and program, which starred Jamie Foxx.

In 2011, Disney asked Brandon to direct their national commercial driving viewers to their Radio Disney station. The spot starred breakout artist Willow Smith and aired on the American Idol finale.