

AntonellaPerilloAgency

Steve Callen

He spent over twenty years writing, creating and directing multi award winning, TV commercials and cross platform campaigns. Steve led large departments of writers, art directors and designers in multinational agencies like Y&R and BBDO and helped smaller start ups receive international success. His passion for brands saw him start each project with a blank page where he would create the idea and see it through to its final production and broadcast; taking a hands on approach from scriptwriting, through casting, set design, post production and music composition. He then went on to write, direct and produce his own short film, "You Better Watch Out" which was officially selected for over 30 Film Festivals around the world, including the Oscar® recognised Palm Springs and Foyle International Film Festivals. This unique film series was awarded a Cannes Lion and One Show Entertainment award. Currently, Steve writes and directs film projects for clients, ad agencies and production companies all over the world. When he's not creating ads, he continues to develop his own projects for both film and television.

