

JOEL KAFETZ

Producer / Director

Branded Content Commercials Corporate Films

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A BAFTA nominated Producer/Director with twenty years of experience. A track record of making commercials, branded content, animation and corporate films. Formerly a Producer/Director at the BBC for nine years.

KEY STRENGTHS

- Creating content for the worlds biggest brands including **Vanish, Barclays, HSBC, Burberry, MTV, Mini, Santander, ESPN** and **BMW**.
- Building and maintaining long term relationships with clients (**Tesco, Barclays, Schroders & M&S**).
- A background in putting together and leading production teams and crews of up to 30 people.
- Building successful relationships with on screen talent from celebrities (including Cate Blanchett, Julie Walters, Olivia Colman, Gethin Jones, Andrew Castle, Kate Garraway and Laura Mvula) to Multinational CEO's (Dave Lewis from **Tesco** and Per Wulf from **Seadrill**) and YouTube stars (KSI, Jack and Conor & Calfreezy).

EXPERTISE

- Producing
- Directing
- Interviewing
- Film ideas development
- Script writing
- Casting – Actors and contributors
- Budgeting
- Client and agency management
- International filming
(USA, Australia, Far East, Europe)

AGENCIES

Havas London, Havas People, The Story Lab, Chorus, Carat UK, MOD, Ogilvy & Mather, Maxus, Engine,

BRANDS

Vanish, Ella's Kitchen, Kellogg's, Boots, NatWest, HSBC, RBS, Barclays, Santander, Schroders, Heathrow Airport, HM Government, Tata, Genes Reunited, Virgin, Tesco, House of Fraser, Marks & Spencer, Waitrose, MTV, E.ON, Mini, BMW, EuroMillions, Air China, Burberry, Sky, ESPN, Capital FM, Heart Radio, Smooth, Classic FM.

PRODUCTION COMPANIES

HKX Productions, Green Rock, Global Radio, Shoot the Company, Roast Beef Productions, Popkorn, MediaZoo, The Moment, Taylor Made Media, Mont Blanc Films, MTV Europe, BBC Worldwide, BBC, ITV Studios, Fremantle Media, Channel 5, Zenith Productions.

TALENT

Alexander Armstrong, Andrew Castle, Annie-Marie, Calfreezy, Brian Turner, Celine Dion, Gethin Jones, Harrison Ford, Jack & Conor, Jackie Collins, Jenni Falconer, Joanna Lumley, Julie Walters, Kate Blanchett, Kate Garraway, KSI, Laura Mvula, Lesley Waters, Leslie Jordan (Will & Grace), Mel and Sue, Olivia Coleman, Paul O'Grady, Sam Thompson (Made in Chelsea), Terry Wogan, The Muppets, The Spice Girls, Tina Hobly, Trinny & Susannah, Roman Kemp.

CAREER HIGHLIGHTS

2017 – Vanish Expert Pet Care/ ITV Commercial Producer/ Director, Havas

I produced and directed commercial idents for Vanish and ITV's 'Paul O' Grady's For the Love of Dogs'. It was a fast turnaround project with just twelve days from briefing to delivery. I assembled a team of 50 crew for the shoot day including 12 dogs! The idents were viewed by millions and boosted product sales by 30%.

2017 – Capital Radio/ Barclays Co-Branded Content – Global Series Producer/ Director

I produced and directed the first in a series of Capital/ Barclays films. The film featured YouTubers and Capital presenters Jack and Conor. My role included concept developing and scripting, securing a shopping centre location, budgeting, contributor research and keeping two (contrasting) brands happy. The film has achieved 1.5 million hits on Facebook and Instagram.

2017 – Classic FM/ HM Government Pension Wise Co-Branded Content - Global Radio Series Producer/ Director

I produced and directed a series of three co-branded entertainment films which followed three Classic FM presenters as they learnt a new piece of music to perform at Classic FM Live. For the final shoot at The Royal Albert Hall I led a team of 30 which involved 4 crews, three presenters, an orchestra/ choir of 250 and an audience of 6,000. The films achieved over 1 million hits online.

CAREER HISTORY

Employer Freelancer including Green Rock, Havas, Global Radio, Shoot the Company and Popkorn
Position Freelance Senior Producer/ Director
Dates April 2016 – present

2017 – Global Radio - Classic FM/ HM Government Pension Wise Film Series – Series Producer/ Director

I produced and directed a series of three co-branded entertainment films with multiple stake holders including HM Government, the Daily Mail Online and Classic FM. The films followed three Classic FM presenters (Alexander Armstrong, Gethin Jones and Lucy Coward) as they learnt a new piece of music to perform at Classic FM Live. For the final shoot at The Royal Albert Hall I led a team of 20 which involved 4 crews, three presenters, an orchestra/ choir of 250 and an audience of 6,000. The films have had 1 million hits online.

2016 - Shoot the Company – House of Fraser Laura Mvula Secret Christmas Concerts – Producer/ Director

As part of the House of Fraser Christmas advert activation campaign I made two fast turnaround films covering secret concerts with the music artist Laura Mvula. The films went live on Instagram, Facebook and YouTube within hours of the concerts and received over 50,000 hits.

Employer MediaZoo
Position Senior Producer/ Director
Dates September 2013 – May 2016

I worked at the MediaZoo agency for two and a half years producing, directing and pitching for corporate films, branded content and online films. Clients I worked with included **Barclays, Santander, HSBC, Tesco, Marks & Spencer, Sky** and **INEOS**. My role included writing proposals, pitching, script writing, casting, interviewing, sourcing crew and production teams, managing production teams of up to 30, budgeting and setting up shoots and International filming. Below are two Case Studies -

Barclays Digital Features Store Branded Content - Barclays wanted a compelling film to market online products available for their UK customers to buy as part of their 'Smarter Human Banking' campaign. I came up with an idea which revolved around the relationship between a grandmother and a granddaughter. I persuaded Barclays to sign off the concept. Two days before filming the client decided that part of the film needed to be shot in Paris. I found a fixer who could source locations and permissions fast, and I worked around the clock to make the foreign element of the shoot happen. The film delivered a 20% year on year increase in sales for Features Store products.

2015 - E.ON Conference Opener Film (MediaZoo) Senior Producer/ Director

UK energy company E.ON needed a film to open a leadership conference which aimed to bring about a significant culture change to embrace new energy technology. Authenticity was vitally important to the client so I came up with the idea of featuring real opinions from E.ON staff and customers. I filmed the interviews high-end YouTube style using an 'interrotron' enabling interviewees to talk straight down the lens and directly address viewers. The net promoter score from the conference was +66, which was significantly above any previous net promoter scores from a leaders' conference E.ON has ever achieved. 94% of conference delegates attributed this score to the conference opener film which was seen by all 10,000 of E.ON's workforce.

Employer Joel Productions
Position Executive Producer/ Director / Editor "Love on Air China" YouTube film
Dates March 2014 – April 2014

I won a direct commission to make a branded content film for International airline '**Air China**'. The brief was to create a YouTube film to launch Air China's new London to Sydney route. Air China initially wanted a classic montage style film comprising feel good shots of their UK passengers. I pitched them a more narrative based idea whereby a man proposed to his girlfriend when travelling on an Air China flight. Air China immediately commissioned the concept. 'Love on Air China' combined live action and animation to create a memorable on brand story. It has had 23,000 hits on YouTube.

Employer Two Four Digital
Position Series Producer/ Director
Dates February 2013 – September 2013

I spent six months producing, self shooting and editing family history films for the Genes Reunited YouTube channel. I worked with Bright Solid (the YouTube MCN) and gained valuable insight into how to develop and maintain an online community to watch films on the channel. With a small team comprising a researcher and an Executive Producer I sourced, shot and edited one to two films a week which gave me great experience of self shooting, interviewing and editing. Several of the films on the channel achieved 70,000 hits.

Employer BBC
Position Producer / Director / Editor
Dates September 1999 – August 2008

I worked at the BBC for nine years. I worked in CBBC and Factual Entertainment. My credits include Hollywood Greats (BBC ONE, shot in the USA), What Not to Wear (BBC ONE), Sex, Warts and All Down Under (BBC THREE shot in Australia), Wedding Stories (BBC THREE), The National Lottery Draw (BBC ONE), Rule the School (CBBC, BAFTA nominated) and the live Saturday morning children's show Live & Kicking (CBBC ONE).

EARLIER CAREER

2011 - 2012 **MTV Europe** – Factual Entertainment Producer/ Director
2010 - 2012 **Mont Blanc Films** – Corporate Producer Director
2010 - 2011 **Incredibull** – Corporate Producer/ Editor
2010 **Burberry** – Fashion Films Director
2010 **BBC Worldwide** – Producer/ Director/ Editor
1998 - 1999 **Zenith Entertainment** – Development Assistant Producer
1988 **BBC Entertainment** – The National Lottery Draw – Researcher
1996 **MTV Europe** – Hanging Out Live - Researcher

EDUCATION AND MEMBERSHIPS

A member of BAFTA, the Royal Television Society and BECTU
BSc (Hons) Psychology & Management (2:1) Aston University, Birmingham
Driving License : Full UK

RECOMMENDATIONS

"Client's love working with Joel. He can be relied upon to deliver top-notch films with clear messaging and outstanding visual flair. I can't recommend him enough." **Karen Brown, Head of Film, MediaZoo**

"Joel delivered an amazing film for our leadership conference. He made an effort to truly understand what we needed the film to achieve, handled contributor interviews with great skill and came up with ingenious creative solutions. The result was an inspirational film which really got our colleagues talking." **Linda Worthington, Senior Internal Communications Manager at E.ON UK**

"Joel produced a series of YouTube style Euro 2016 branded content entertainment films for us. It was reassuring to hand over a project to a Producer and know that it will be taken care of completely with dedication and panache. Joel worked extremely hard, was great with the talent, came up with fantastic ideas and the clients feedback was top notch. **Tom Hillier, Executive Producer at Shoot the Company**