

Gentlemen Reach Agreement With GO

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Directorial duo consists of Brett Snider, Billy Federighi

HOLLYWOOD, Calif., December 06, 2011, --- Gentlemen, the directing duo comprised of Brett Snider and Billy Federighi, has joined GO Film. The helming team comes over from production house Bandito Brothers, which had represented them since early 2009.

Gentlemen entered the spotmaking arena back in '07, winning ad contests for Doritos and Converse. Doritos' "Mousetrap" aired during the '08 Super Bowl telecast, ranking number four on the *USA Today* Ad-Meter. That same year Gentlemen--who at the time were on the roster of production company Uber Content--earned inclusion in *SHOOT's* New Directors Showcase. "Mousetrap" went on to be featured in various "best of Super Bowl" shows, including the CBS special *Super Bowls' Greatest Commercials: 2010*.

Gentlemen's earlier alluded to Converse spec--which they wrote, directed and edited prior to "Mousetrap"--won that brand's worldwide contest and ran nationally.

The directorial duo has since gone on to turn out real-world work, often marked by quirky comedy, for such clients as Mercedes-Benz via Merkley + Partners, New York, Kellogg's for Leo Burnett, Chicago, Kraft for Drafftcb, Chicago and CiCi's for Deutsch LA.

Snider and Federighi first met at Columbia College in Hollywood. After some detours, they came together to try their hand at directing, the first splash being the 16mm spec for Converse.