



SIMON SAYS LOUIS

CREATIVE DIRECTING DUO

WORK BY DIRECTOR



BIOGRAPHY

Simon and Louis met at their parents' theater group when they were six years old, and they have been friends ever since.

With over 35 years of cumulative experience as creatives in advertising and TV, the duo has a keen understanding of how creative ideas work in filmic ways.

After helping brands reach their customers in all kinds of compelling ways, the two creative minds have moved into directing commercials — developing their taste for narrative universes and distinct visual storytelling.

Simon Say Louis have done commercials for DR; Arbejdernes Landsbank; Coca Cola; The Danish Ministry of Integration; Anders Matthesen; Børn, Unge og Sorg; and more.

Their work is identified by strong visual hooks and a unique cinematic style that always enforces the fundamental creative idea.