



THE CREATIVE EDGE IN COMMERCIAL PRODUCTION

## 15 More Directors To Watch

Never ones to be content with a simple list of 10, here we highlight a bunch more directors that are too good to miss

by [Rae Ann Fera](#) and [Mark Pytik](#)

### **Tom De Cerchio**

A veteran of the advertising world, Tom De Cerchio got his start at TBWA\Chiat\Day, New York, where he logged serious hours as a creative before jumping ship to start his own agency, Buckley/De Cerchio. The funnyman directed his first spot in 1993, and worked under both HSI and MJZ before founding the West Hollywood prodco Incubator Films in early 2002. Since then, De Cerchio has flourished as a classic American comedy director; not only have his spots begun to attract awards attention, appearing on the AICP's 2003 and 2005 reels, but his Bud Lite "Limo" featured among USA Today's "Top 20 Spots Of All Time". Other notable work includes the pitch-perfect Quitplan "Dart" and AMC "Little Busey". MP

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