

DAVE LADEN

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This Garden State native joined the family in 2020, fresh off a win at the *AICP Show* in New York for his *PETA PSA "Grace"*. Since then, he has added a wealth of standout work to his repertoire, including award-winning campaigns for *Planet Fitness*, *Seattle's Best Coffee*, *Yelp*, *Tecate*, *Samsung*, and *NBC Sports*—the latter earning Dave an *Emmy* for *Outstanding Sports Promotional Announcement* at that year's *Sports Emmy Awards*.

Dave began his career in advertising as an *Art Director* at *Ogilvy & Mather New York*, where he found himself writing spots for *American Express* alongside legendary comedian *Jerry Seinfeld*. He later moved to San Francisco, serving as *Associate Creative Director* at *Goodby Silverstein & Partners*, where he worked on notable campaigns for *Got Milk?*, *Saturn*, and *Comcast*.

Dave's recent highlights include the *Emmy-winning NBC Sports commercial "America, Start Your Engines"*, starring *Nick Offerman*, which aired during the *Super Bowl XLIX* broadcast. He has also collaborated with *Christina Applegate*, *CollegeHumor's Jake & Amir*, *Seattle Seahawks legends Walter Jones and Steve Largent*, and—of course—the two biggest sibling celebrities on earth: *Mario and Luigi*. In 2014, Dave received the *Ad Council's* top creative honor, the *Gold Bell for Creative Excellence*, for the *"Feed the Pig"* campaign, followed in 2015 by directing the first-ever commercials for *Yelp.com*.

Now based in Los Angeles, Dave draws on his background as an agency creative, his instincts as a filmmaker, and his keen eye for casting to shape his work across branded and original content. He places high value on production design and art direction and will scour the globe to find fresh, invigorating talent.

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