

# RANDY KRALLMAN

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Randy Krallman began his career as an Art Director at *Lowe New York* before becoming Creative Director at *Berlin Cameron*, where he created *Coca-Cola* films that remain instantly recognizable today. His body of work feels less like a product of career progression and more like the result of a rare genetic deviation—or perhaps a bizarre head injury.

Film after film, Randy crafts complete and irresistibly demented little worlds. There's always a strangeness, a subtle sense that everything is just slightly off—but paired with generosity of spirit and ticklish intelligence. His iconic campaigns include *Starburst "Bus Station"*, which amassed approximately 400 million views; *Ecko's "Still Free"* campaign, which won a *Grand Prix* at *Cannes*; and *Force-1 TD*, which won a *Titanium Cannes Lion* and was selected for *Sundance*.

Randy also made *Super Bowl* history with his baby-talking *E\*Trade* spots, for which he provided the voice himself—these remain the most downloaded *Super Bowl* commercials of all time.

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[info@zauberbergproductions.com](mailto:info@zauberbergproductions.com)

[zauberbergproductions.com](http://zauberbergproductions.com)

[@zauberbergproductions](https://www.instagram.com/zauberbergproductions)

**ZAUERBERG**

ZAUERBERG PRODUCTIONS GMBH  
WALDOWSTRASSE 64  
13053 BERLIN GERMANY

GF: ANDREA ROMAN-PERSE, FRANK SIEGL  
MAIL: [INFO@ZAUERBERGPRODUCTIONS.COM](mailto:INFO@ZAUERBERGPRODUCTIONS.COM)  
TEL: +49 30 403 63 36-0

HRB 200188 B // DE 3200 95889  
IBAN: DE32 1005 0000 0190 7588 05  
BIC: BELADEV3333