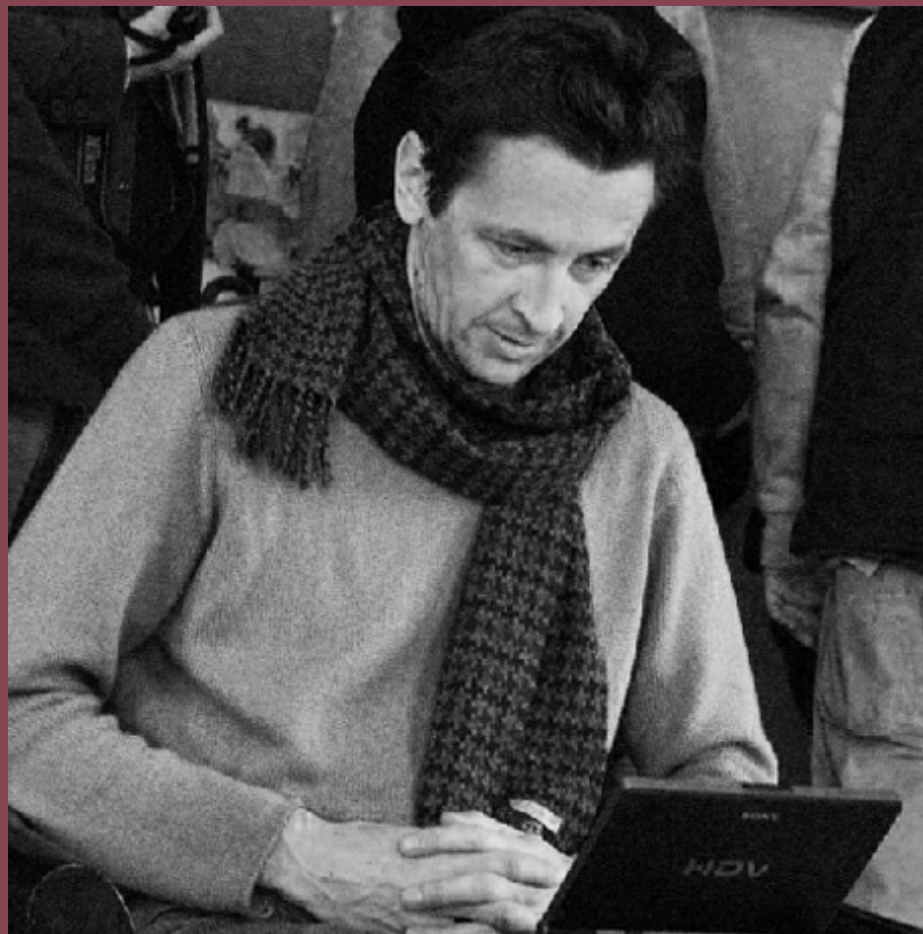


STEVE AYSON

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Steve Ayson is an internationally acclaimed commercial and film director known for his distinctive blend of sharp storytelling, off-beat humor, and visually compelling work. Originally from New Zealand, Ayson began his creative journey working on short films in the late 1990s, notably gaining attention with his supernatural 2002 short “*The French Doors*”, which won a *Leopard of Tomorrow* award at the *Locarno Film Festival* and screened at festivals including *Aspen* and *San Sebastián*.

Before transitioning fully into directing, Ayson honed his skills as an advertising creative, where he developed a deep understanding of how to balance artistic vision with effective brand messaging—a foundation that would inform his later commercial work.

Ayson’s films and ads have garnered numerous industry accolades, including *Cannes Lions*, *Clio Awards*, *D&AD*, *One Show*, *ADC*, and more, affirming his status as one of the most creative and influential directors in commercial advertising. These qualities have resulted in repeated *Directors Guild of America (DGA)* nominations for *Outstanding Directorial Achievement in Commercials*.

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