

MESSAGE THERAPY™ CASE STUDIES

**JORDAN BRADY,
COMMERCIAL
DIRECTING FILM
SCHOOL**



JORDAN BRADY WITH MESSAGE THERAPY™
FOUNDER HERSH REPHUN

WHEN JORDAN AND I BEGAN WORKING TOGETHER

more than a decade ago, he was an accomplished commercial director; yet with more than 10,000 Commercial Directors in the DGA alone -not counting celebrated feature film and television filmmakers who also direct commercials, and fresh competing talent emerging daily - the challenge was...

How does one stand out?



COMMERCIAL
DIRECTING
MASTERCLASS



COMMERCIAL
DIRECTING
BOOTCAMP



COMMERCIAL
DIRECTING
FILM SCHOOL

Through Messaging and Personal Branding, we crafted an image around the things he held dearest to his heart:

- Fatherhood & Family
- Diversity, Equity & Inclusion
- Sharing Knowledge
- And, of course, commercial filmmaking

Each piece of the puzzle was more than an element; it was an evolution...

B

shots

SHOOT. PUBLICITY WIRE

Awards and Events

Superlounge Diversity Award-Winners Attend Commercial Directing Bootcamp



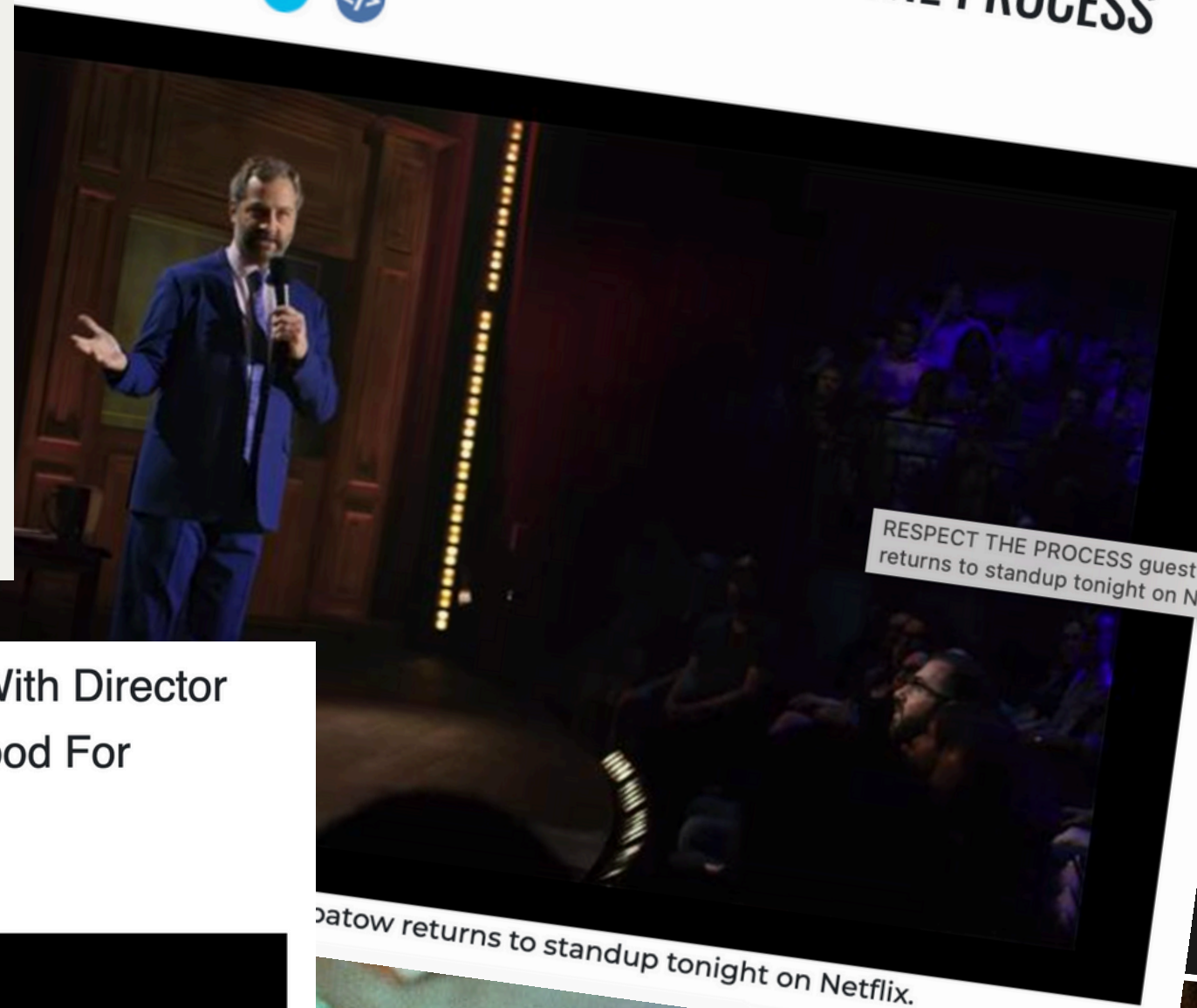
Superlounge's Jordan Brady Teams With Director Jeannette Godoy and Filmmaking Brood For 'Disconnected'

THURSDAY, MAY. 30, 2019



Judd Apatow Joins Jordan Brady on RESPECT THE PROCESS

TUESDAY, DEC. 12, 2017



RESPECT THE PROCESS guest returns to standup tonight on N

atow returns to standup tonight on Netflix.



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SHOOT. PUBLICITY WIRE

shots

EVENTS the WORK the CRAFT the TALENT the INSPIRATION the NEWS the INSIGHT the SHOWCASE the FOCUS the NEWSLETTER

NEWS

Filmmaker Jordan Brady launches online commercial directing masterclass

With 1200 spots becomes "your

by SHOTS NEWS on 30th APRIL 2020

ilmmaker **Jordan Brady** conducted his first Commercial Directing Bootcamp in Los Angeles in 2015, and has he quarterly sold-out seminars every year since.

From the outset, prospective attendees from out-of-town inquired about an online version. Brady has now launched his online Commercial Directing Masterclass, teaching directors how to have a career telling stories for brands. While the course's 2-minute trailer boasts enough credits and star-studded snippets to convey Brady's bona fides, he is further distinguished by his willingness to demystify the process for posterity.

SHARE

f t in

Little Black Book

NEWS CREATIVE LIBRARY IMMORTAL AWARDS MEMBER COMPANIES

Veteran Director Jordan Brady Shares His Commercial Directing Voodoo in New Book

Superlounge Production Company Los Angeles, United States

58

06/04/2018

LIKE ADD TO COLLECTION

Share

Superlounge Director's book reveals the "deep method to his madness," says McCann's Bill Wright

It comes as no surprise to his many fans in the advertising industry that Jordan Brady - a veteran spot helmer with more than 20 years of commercials under his belt - is sharing his expertise in a new book, Commercial Directing Voodoo in the City. Produced by

With Holistic Evolution PSA, Commercial Directing Film School Deepens Commitment To Mentorship

WEDNESDAY, OCT. 20, 2021

The PSA "has gone a long way in changing the narrative and supporting the efforts of Holistic Evolution," she says.

Spot marks the first formal production of Jordan Brady's long-running film program

Culver City, CA--(SPW)-- A new PSA called "Mentors" juxtaposes two scenarios involving the game of chess: one stark and foreboding, in which black pieces knock one another off the board, and a brighter, more hopeful vision of a Black mentor and mentee playing the game in the light of day. Produced by [Commercial Directing Film School](#) and directed by alumnus Devin Jordan, "Mentors" was created for [Holistic Evolution](#), serving young men of color aged 16-24 in Northwest Indiana. Creative Director Dan Councilor of Leo Burnett Detroit lent his services to the project, as did DP Ben Brady, editor Susan Munro of Hybrid Collective, Aurastan Music Design, and Nice Shoes.

THE ROI (RETURN ON INNOVATION):

- ✓ Through the evolution of his Personal Brand, Jordan has earned a reputation as a Thought Leader and leading educator in the commercial filmmaking space.
- ✓ Demand has consistently grown for Jordan's services as a director.
- ✓ Jordan Brady and his programs appear multiple times on the first page of Google for "Commercial directing."



Google search results for "commercial directing".

Search results include:

- Reddit - r/Filmmakers: 30+ comments · 10 months ago. Title: "Breaking into Commercial Directing : r/Filmmakers". Description: "Figure out what kind of commercial director you want or be: financial, food, car, music etc because they're all different. Then shoot a spec and ...".
- People also ask:
 - What does a commercial director do?
 - What do commercial directors get paid?
 - How do you break into commercial directing?
 - How to become a director for commercial?
 - What is a commercial filmmaker?
 - What is the career path of a commercial director?
- Commercial Directing Film School: Title "Commercial Directing Film School – Learn to direct ...". Description: "Providing in-person and online filmmaking courses, career development & management, personal branding & creative consultation. Each program focuses on helping ...".

Amazon.com search results for "Commercial Directing Voodoo: Filmmaking Spells & ...".

Amazon.com: **Commercial Directing Voodoo: Filmmaking Spells & Production Potions:** 9781986181020: Brady, Mr. Jordan: Books. Rating: 4.5 - 82 reviews - \$10.00 - 30-day returns - In stock.

Filmmakers Academy: Title "Directing Commercial Actors". Description: "Starting out, Jordan guides you through the virtual shadowing process and explains what to do before the agency phone call. Then, he **directs** you through set ...".

Thinkific: Title "Commercial Directing Film School". Description: "Commercial Directing Film School is uniquely focused on teaching you to direct commercials. Jordan Brady is an active, working professional filmmaker that ...".

Commercial Directing Film School
<https://commercialdirectingfilmschool.com> > books

BRAND EMPATHY

To be sure, I did not invent Jordan Brady. My superpower is **LISTENING** to my clients, **HEARING** their brand voice in my head, and creating a strategy and vocabulary around that. It's a kind of "brand empathy," involving Creativity, Strategy, and Implementation. A key inspiration for my current process, Jordan was among the first to enroll in my MESSAGE Therapy™ Personal Branding program in 2023, and has written the **Foreword** to my book, ***SELLING THE TRUTH: A "Semoir" with Insights for Life & Business***, coming this Fall, in which he graciously shares:



”

“Here’s what I love about Hersh and his first ‘semoir’ so aptly titled ***Selling The Truth***: Everything. We’ve worked together for almost two decades doing publicity, comedy, podcasting, events and just having a barrel of laughs over modestly priced sushi. Hersh lives life to the fullest, and there’s one consistent trait that shines through all he does: Hersh commits.

He commits to his clients, to his family and friendships, philosophies and tactics. He’s someone to emulate and ***Selling The Truth*** is your practical guidebook for living as your authentic self.”



A man with a beard and glasses, identified as Jordan Brady, is sitting in a chair. He is wearing a dark t-shirt and blue jeans. The background is a textured wall. The text is overlaid on the right side of the image.

JORDAN BRADY

Jordan Brady began as a stand-up comedian touring nightclubs and colleges across America. A 100% self-taught filmmaker, he's directed four narrative feature films, three full documentaries and over 1200 national & regional commercials and Maria Bamford's acclaimed Netflix Comedy Special. He is also the founder of Commercial Directing Film School, a mini-empire comprising sellout boot camps and retreats, a masterclass, and more, all dedicated to helping students, as he puts it, "Learn to direct commercials for a living, from filmmakers directing commercials for a living."