

Erwin McManus

51 years old, pastor, Whittier, CA

Commercial Title: Casket

Budget: \$3,000

A “Jack of All Trades”, Erwin McManus from Whittier, CA decided to take a shot at Madison Avenue fame and entered Doritos “Crash the Super Bowl” contest. A true optimist, Erwin has been preaching to people about following their dreams for years. After hearing about the contest from a church group with an interest in filmmaking, Erwin and the congregation came together to take a faithful leap into the advertising world to create their first-ever, “real life” commercial.

“Casket” was inspired by a friend’s Mid-West funeral experience where the deceased requested to be buried with untraditional items – beer and cigarettes. One to pull inspiration from different sources, Erwin took this story and put his own big, bold twist to it. The result is “Casket” – a commercial in which a man fakes his own death to get free Doritos and be buried with hundreds of Doritos chips.

Erwin hopes his first foray into ads leads to more opportunities to work on commercials as well as short films.