

Joelle De Jesus

**37 years old, aspiring writer/filmmaker, Hollywood, CA
(originally from San Juan, Puerto Rico)**

Commercial Title: House Rules

Budget: \$80

A world traveler and linguist, Joelle De Jesus also has a knack for writing and filmmaking. After leaving a lucrative career as a language interpreter to pursue his passion for writing and filmmaking, the 37-year old stumbled upon casting calls for Doritos commercials and realized Doritos “Crash the Super Bowl” was a contest he needed to be a part of. Taking time out of studying for his English literature degree, Joelle researched the variables that would resonate best with the Super Bowl ad audience and decided that he wanted to use slapstick comedy in his commercial. With very little budget, Joelle wrote, produced and directed the spot all on his own.

“House Rules” revolves around a man who comes to pick up his date and finds that he has to win over her son while he waits for her to finish getting ready. The only problem is the boy doesn’t want him to have anything to do with his mom or his Doritos – resulting in Super Bowl-sized comedy.

If his ad takes a top spot, Joelle will use his prize money to buy more film equipment and enter shorts into film festivals.