

Nick Dimondi

25 years old, aspiring filmmaker, Cary, NC

Commercial Title: Kids These Days

Budget: \$300

Out to prove that he and his team are “not just a one-shot deal,” Nick Dimondi - a 25-year old filmmaker from Cary, NC and the lead actor from 2007’s “Crash the Super Bowl” winner, – has returned to the contest, but this time in the director’s chair with his entry, “Kids These Days.” Nick decided to give this year’s contest a shot on his own and reunited a few of the players involved in the first year’s winning spot. Created for around \$300, “Kids These Days” was shot and edited in only one day.

Originally written to include a series of complex visual effects, the commercial was almost nixed as the idea didn’t work out as planned. However, after several brainstorming sessions, Nick and crew remained passionate for the premise behind the spot and took a more simplified approach to creating the finished product. “Kids These Days” features an entirely volunteer cast and crew, with the starring role played by the grandfather of one of Nick’s friends.

Nick believes exposure from this contest will be the launching pad that will jump-start his career in filmmaking.