

Brendan Hayward

32 years old, high school SAT tutor and aspiring filmmaker

Santa Monica, CA

Commercial Title: The Smackout

Budget: \$2,000

A tutor by day, a director by night, 32-year old Brendan Hayward has always wanted to direct commercials and films. Brought up in a family of engineers, Brendan received his college degree in physics but never ignored his calling to be a filmmaker. After changing course and moving to California to pursue a career in entertainment, he heard about Doritos “Crash the Super Bowl” contest and decided to enter. He and his girlfriend, Alana, developed “The Smackout,” a commercial that caters to both the male and female perspective.

Drawing inspiration from the comedic and sometimes absurd games guys play, “The Smackout” features two men physically smacking each other in the face to avoid having to make the next Doritos run, while their girlfriends watch in shock and awe.

Despite several accidents and re-shoots, Brendan made the deadline and hopes his commercial will land in one of the top three spots. If he wins, Brendan hopes to pay off his student loans and devote his attention to a full-fledged career in filmmaking. To Brendan, exposure is more important than money – in this case, it doesn’t get higher than the Super Bowl.