

Ben Krueger

**32 years old, freelance production assistant and aspiring filmmaker,
Minneapolis, MN**

Commercial Title: Snack Attack Samurai

Budget: less than \$1,000

After seeing the exposure Joe and Dave Herbert garnered this year, 32-year old Ben Krueger – a freelance production assistant and aspiring filmmaker from Minneapolis, MN - was inspired to enter Doritos “Crash the Super Bowl.” Up for a creative challenge that could potentially put the Super Bowl spotlight on his first-ever attempt at directing, Ben enlisted the help of his camera assistant friend, Cole, and together embarked on their Doritos adventure.

With a great sense of humor, Ben decided to go the comedic route. He felt that a Doritos Samurai would make a memorable character that would resonate well with the Super Bowl commercial audience. Ben and his friends spent three days making thousands of foam “Doritos” for the samurai suit and were working with a bare bones budget.

Ben got involved in film because he loves telling stories and making people laugh. If his ad takes one of the three top spots, Ben hopes it will be a launching pad for his future endeavors in film and advertising.