

Joshua Svoboda

24 years old, aspiring filmmaker, Raleigh, NC

Commercial Title: Underdog

Budget: \$200

Always passionate about filmmaking, 24-year old Joshua Svoboda knew it was his time to shine when he heard about Doritos “Crash the Super Bowl.” A native of Raleigh, NC, Joshua entered the contest for a chance to take one of the top three spots and turn his childhood dreams into reality.

Over the course of three days and working with a shoestring budget, Joshua cast a friend’s untrained dog as the star of his commercial. The spot takes place in a park in which the dog uses his bark collar to outsmart a guy who refuses to share his Doritos.

Joshua hopes to leverage the exposure he’ll receive from his Doritos Crash the Super Bowl experience to propel him into the entertainment industry.