

froehlich

MANAGEMENT

vita justus becker

DIRECTOR

Growing up in Hamburg, Justus worked in renowned advertising film productions and advertising agencies directly after school. During this time, he gained his first experience realizing campaigns for brands such as Mercedes-Benz, Ikea and Obi. Always following the goal of directing his own commercials, he began studying at the Baden-Württemberg Film Academy, where he shot his first TV commercial and made films that were also shown at the Saatchi & Saatchi New Directors Showcase while he was still a student.

A short time later, he followed a scholarship to UCLA in Los Angeles. He now lives with his wife near Hamburg and has worked for brands such as Huawei, Procter & Gamble, Datev, Coca Cola, Volkswagen and agencies such as Serviceplan, DDB, Saatchi & Saatchi, Publicis, Ogilvy and Jung von Matt. His work has won international awards, including at ADC Germany, Cannes Lions, the New York Film Festival and the German Business Film Award.