

KIM GEHRIG



Kim Gehrig is an Australian director whose work is defined by a distinctive blend of technical precision, wit, and profound humanity. Known for subverting genre tropes and challenging cultural norms, Gehrig crafts films that are as intellectually sharp as they are joyous.

Gehrig first gained international acclaim with “This Girl Can” for Sport England, a seminal campaign that revolutionised the representation of women in sports and earned her the Grand Prix for Good and the inaugural Glass Lion at Cannes. She continued to push boundaries with “Viva La Vulva,” a liberated portrayal of female anatomy that blended animation and live action to destigmatise women’s health. Gehrig followed this with the music video for Chaka Khan’s “Like Sugar,” which instantly became a looping dance classic. From there, she directed an episode of the Apple+ anthology series, ‘Roar,’ starring Nicole Kidman and Judy Davis.

In 2023 and 2024, Gehrig won back-to-back awards for Outstanding Directorial Achievement in Commercials at the DGA Awards for Apple’s “The Greatest” and “Run This Town” for Rihanna’s Super Bowl Half-Time show, further cementing her reputation as a bold storyteller.

Gehrig kicked off 2025 with Nike’s first Super Bowl spot in 27 years, “So Win.” Featuring current icons Caitlin Clark, A’ja Wilson, Sabrina Ionescu, Sha’Carri Richardson, and Jordan Chiles. Gehrig’s imaginative, bespoke portraits honoured each athlete’s legacy while standing firm in an audacious voice-over from Doechii. Reuniting with a familiar collaborator to close the year, Gehrig directed “I’m Not Remarkable” for Apple, a grand-scale musical featuring an immense cast that challenges common stereotypes about people with disabilities.

Gehrig continues to push the boundaries of the medium, consistently delivering work that is thought-provoking and visually spectacular. She is a graduate of Central Saint Martins and currently splits her time between Los Angeles and London.

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