

ANORAK

SAM HIBBARD



Sam Hibbard's work is shot through with surreal humour and cinematic visuals. Featuring distinctive casts of suburban oddities and outlandish non-conformists, Sam makes films you won't forget in a hurry.

His recent commercial reel highlights include bringing an angry ex-mustache to life for Dollar Shave Club alongside spots for Ford Broncos, Iceland Air, Samsung, KFC and Domino.

While Sam's narrative work showcases the versatility of his style. Demonstrated in his ode to middle aged debauchery for 'Best Hugs' by Dram and in the touching short film 'Stepney Line Dancer', a tribute to London counterculture.

Beginning his career as a copywriter in Australia, Sam moved to the UK to work as a writer, creative and art director before establishing himself as a director with timeless campaigns for Babel, Absolut, Smart Energy, Hornbach, Diet Coke, TK Maxx and Zalando.

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