

TERENCE NEALE



Terence Neale is a South African born director whose distinctive directorial style sets out to challenge the world of traditional advertising.

Terence work focuses on representing communities that were previously overlooked in mainstream culture. His subversive approach kickstarted a new wave of visual culture that celebrates those unheard voices.

Terence first received international acclaim after collaborating with Die Antwoord on videos that made the world take notice. He went on to direct the music video for Skrillex's "Ragga Bomb", where he transformed his hometown of Johannesburg South Africa, into a post-apocalyptic world ruled by Star Wars-style waste trolley surfers.

In 2017, he became the first ever South African director to win a Grand Prix at the Cannes Lions for Adidas "Original Is Never Finished". It was the first instalment of a bold trilogy of films featuring sports and pop culture icon: Snoop Dog, Young Thug, Stormzy, James Harden, and Kendall Jenner, aptly titled by 'Creativity' as an 'anthem to individuality and defiance'.

Terence has since worked with a number of high profile international brands like ASOS, Budweiser, Apple, Facebook, BMW, and Hugo Boss. He also directed the emotive, award-winning "Above The Noise" campaign for Beats, collaborating with talent such as Michael K. Williams, Neymar, Cara Delevingne and Serena Williams.

Terence lives in Cape Town.

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