



Jeannette Godoy

Up-And-Coming Directors: A Bumper Spring Crop Bears Fruit

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Making her first industry mark as a choreographer for commercials, TV, features, concert tours and music videos, Jeannette Godoy is perhaps best known in this capacity for her work on Sir Mix-A-Lot's video "Baby Got Back" as well as the Chris Rock rapumentary film *CB4*.

Godoy also went on to serve as a stylist for both motion pictures and TV spots. Godoy's creative process and discerning eye led many of her director collaborators to encourage her to move into directing.

She made her biggest directorial splash to date with a spec commercial she wrote, "A Boy and His Tire," for Bridgestone, which was included in *SHOOT's* "The Best Work You May Never See" gallery.

The piece takes us through the life of a young boy into early manhood, starting with his playing on his beloved automobile tire turned swing hanging from a tree. He takes the tire with him everywhere and it's a habit he can't shake.

For instance, we see him seated with the tire at the dinner table as his concerned parents look on. As an older lad, he is a passenger on the school bus, accompanied by the tire.

Years later we see him in the movie theater, seated next to his tire. Other kids throw popcorn at him.

He even takes the tire to the high school prom as his date.

Belittled and derided as a loser for his tire fetish, one day the tables are dramatically turned when a lovely woman is stranded due to a flat tire on her car. Along comes our boy turned man walking along with his ubiquitous tire. They smile at each other and clearly a romance is sparked—turns out that tire came in handy after all. They speed off together in her sports car convertible.

Godoy said the spec spot concept was inspired by *Lars and The Real Girl*, a feature film—directed by noted spotmaker Craig Gillespie of *MJZ*—which centers on a delusional young man who enters into a relationship with an anatomically correct doll he orders online.

The production company on "A Boy and His Tire" was Santa Monica-based *Superlounge*—launched by director Jordan Brady and executive producer Dave Farrell—which reps Godoy as a director. *Superlounge* also produced a Nike spec directed by Godoy as well as an upcoming short film she was finishing as *SHOOT* went to press.

Her first taste of directing came in January 2010 while Brady was directing the general market version of a Mazda spot through *Doner Detroit*.

When a Spanish-language version of the commercial needed to be done, Godoy who was on set as a stylist got the opportunity to direct given her fluency in that language. Through that chance experience, she caught the directing bug.

