

Superlounge Signs Director Daniel Sheppard

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SANTA MONICA, Calif., May 04, 2012, --- Comedy director Daniel Sheppard has joined the roster of Superlounge, the production house headed by director Jordan Brady and executive producer Dave Farrell. Sheppard's signing marks his first formal production company roost for spot representation. At press time, he had already landed his first job at Superlounge, a Missouri Lottery assignment via Kansas City agency Barkley.

Sheppard's credits prior to coming aboard Superlounge include work for such clients as Red Bull (a web campaign) and Sergeant's Pet Care.

"Daniel's humor is dry and subtle, even when the idea is way out there," assessed Brady. "Daniel has both agency and production experience, and knows how to fashion a funny ad. He delivers comedic performances that are on the pulse of today's humor."

Sheppard's alluded to agency experience includes his having been a hybrid producer/creative at Archival, a Midwest shop that focuses on the youth market.

Sheppard now joins a Superlounge roster that includes Brady and Richie Keen at a time when the company has decided to go "all comedy," according to Brady who noted that all of its helmers, while well-rounded filmmakers, have a personal and professional penchant for humor.

