

**FRED OURO PRETO**  
DIRECTOR



**Fred Ouro Preto** is a young Brazilian film director, based on São Paulo, started his career directing Music Videos, was nominated several times to the MTV Brazilian VMA and won once as the best music video of the year.

In advertising, his films show great visual care and editing rhythm, in his works the types of movies that stand out most are sport movies, young behavior, lifestyle, and films related to music.

In Brazil he filmed campaigns for agencies like JWT, BBDO, saatchi & saatchi, Publicis and several others. Clientes like Johnson & Johnson, Unilever, Procter & Gamble, Ambev and all the major advertisers in Brazil