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## DIRECTORS CHAT ABOUT CREATIVITY.

The co-founder of Biscuit Filmworks, Noam Murro, having done movies like "Smart People" discussed his thoughts on the kind of mind-set one needs when directing for game day. The talent and their performances are what make the humor in this spot. The trick was to get a cast that felt that way inside. Read the full article here:

Creativity Chat: Noam Murro, Director of Taco Bell's 'Viva Young' Super Bowl Ad

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