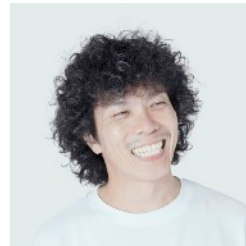


Film director
Shingo Hashimoto



Shingo Hashimoto is an advertising video director based in Tokyo. He has created many well-made commercials that portray characters with wit, humor, and emotion, and is known for his skill in striking the right balance between the appeal of the product or brand and the impact of the visual expression within a short 15- or 30-second window. He also undertakes total creative work from planning to production. His web movie for the Japanese Red Cross Society has been viewed more than 4 million times in Japan and abroad and has become a hot topic. In recent years, he has been doing his own offline editing using Premiere Pro.

