



# the norman brothers

## Directing Team

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KC and Kipp Norman are a brother directing team. They have been collaborating since childhood, working in production since the early aughts, and directing commercials together for over a decade. Their work is celebrated for its visual storytelling, stand-out casting, striking production design and unique point of view.

Their productions are renowned for the positive, upbeat environment. They're high-touch with video village - focusing the whole of their energy on the two jobs most essential for good direction; clear and consistent communication across multiple channels, and patient, empathetic listening.

The brothers focus on preparation and previsualization. They pioneered the video treatment. On every project, every document, every email, they work iteratively to develop creative until it's ready for execution. While they agree much of the time, the Norman's resolve their divergent opinions via wrestling matches. That's where the hay is really made.

They have delivered work for State Farm, Anheuser-Busch, Kraft, Nintendo, Porsche, Subway, Floor & Decor, among hundreds more.