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**Bully Pictures Teams with Darren Aronofsky for Revlon Spot Featuring Jessica Biel and Pharrell**



Bully Pictures produced this Revlon spot directed by Darren Aronofsky.

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Publicity Release Posted: June 22, 2011 14:04:40 EST

**Benny Boom makes his directing debut with Bully with hip-hop inspired ad for McDonald's**

**LOS ANGELES**, June 22, 2011 | SHOOT Publicity Wire | --- Bully Pictures' latest project was a collaboration with "Black Swan" director Darren Aronofsky on a glamorous new campaign for Revlon. The spot, conceived by New York agency DDCD Partners, introduces Revlon's Grow Luscious Plumping Mascara and features Jessica Biel and Pharrell Williams in a seductive story cast in stylized black & white.

Biel, sitting in the dressing room of a posh hotel, applies the new mascara while gazing into a cluster of mirrors. The undulating reflections and refracted light lend the scene a dreamlike quality. Pharrell, approaching Biel through a long hallway, appears mesmerized by the hypnotic quality of her eyes. Pharrell also contributed an original song featured in the spot.

Bully has completed its first project with newly-signed director Benny Boom (Next Day Air, S.W.A.T.: Firefight). The McDonald's spot, out of IW Group, also features a hip hop soundtrack as a pair of young dancers executes a series of incredible moves in a personal game of



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one-upmanship. Boom is a master at directing music-driven work, having directed videos from many hip hop and pop stars, including Lil Wayne, Fantasia and LL Cool J. His previous commercial work includes spots for Sears, Nintendo, Reebok, Footlocker and Jolly Rancher.

Currently, [Bully Pictures](#) director Michael Shapiro is preparing to direct a new campaign for Home Depot. The project reunites Shapiro with a creative team from The Richards Group. The new spots will take advantage of Shapiro's talent for naturalistic storytelling through a series of vignettes about people fixing their homes.

#### About Bully Pictures

[Bully Pictures](#) was formed in 2004 by Executive Producer Jason Forest as a full-service TV commercial, internet viral, short film, and international production service company. The company represents directors Juergen Bollmeyer, P.R. Brown, Fredrik Callingard, Dana Christiaansen, Gaute Hesthagen, Daniel Kaufman, Christian Lyngbye, Franco Marinelli, Jeroen Mol, Michael Shapiro and Craig Tanimoto. For more information, write [info@bullypictures.com](mailto:info@bullypictures.com).

#### Credits

Client: Revlon

Spot: *Hypnotized*

Agency: DDCD Partners, New York. Erin Sullivan, producer.

Production: [Bully Pictures](#), Los Angeles. Darren Aronofsky, director; Jason Forest, executive producer.

Client: McDonald's

Spot: *Frozen Strawberry Lemonade*

Agency: IW Group

Production: [Bully Pictures](#), Los Angeles. Benny Boom, director; Jason Forest, executive producer.

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