**ADIDAS ADVERT DIRECTOR Q&A**

***Fernando Meirelles, Director, “Leo Messi’s World Cup Dream”***

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**What was it like working with adidas on the World Cup advert?**

It was like being on a roller coaster - quite an experience. Coming from the world of movies, it was exciting to step into this whole new world of football. We had to be prepared to do anything at any time which meant stepping out of my comfort zone, but it was certainly a great experience testing myself with an exciting new challenge.

**How does it compare to working on a feature film?**

This shoot was certainly very different to a feature shoot. On a feature everything is set in stone months before shooting. The world of football is fast paced and changeable, so we were kept on our toes through the whole shoot! It was great for me to experience a shoot like this where things were changing on a daily basis and I certainly learned a lot.

**How did you capture the all in or nothing element of the campaign? What does all in or nothing mean to you?**

To me the thing that stands out about “all in or nothing” is that the World Cup is not about individual players or nations, but about the whole world becoming one. Many ads in football focus on the global stars and their experiences. I wanted to take the World Cup wider, to show it is an all-encompassing tournament which unites the world. This is something which I tried to capture in the advert.

**How did you find working with footballers rather than actors?**

I have worked with many big stars in my career, but it was certainly a new experience working with global football stars. These guys have been treated almost like gods, but it was really refreshing to see that many are still able to keep their feet on the ground and not lose their humanity. I had great experiences with players including Xavi, Messi, Suarez and many others.

**What was your major influence in directing this advert?**

I have never really been one for drawing directly from other peoples work. For me making films is a very natural process. I shoot the way that I learned to shoot when I was young, and have never changed. I hope that this ad mostly reflects my own personality.

**How much of a role has football/the World cup played in your life?**

As a Brazilian, football has always played a huge role in my life. The World Cup in particular is always a huge moment for all of Brazil. These are the moments that all Brazilians are united looking to the same direction, with their hearts beating in sync. It's a great feeling recognizing Brazil as one nation. On a personal level, I always played in goal, but I was usually the last one to be chosen for the team.

**What are you most proud of with the adidas advert?**

There are a few things which I am really proud of in this ad. I’m really happy with the energy of the ad. There is a great tempo, which is hard to achieve but I feel we really pulled it off. It was a new challenge working with footballers instead of actors, so on a personal level I was really proud that we were able to get some very good performances out of the players.

**You shot players in various themes and moments? What was the thinking behind this?**

Aside from the great creative variety which this offered, the logistics of the shoot meant that it was great to get as many different moments filmed as possible. Having so many different players coming in and out of the shoot, it was important for us to shoot as many different themes as we could with the players. Luckily, the players were great at getting to the right shot, which meant that we were able to use them to get a huge variety of different shots.

**How many locations were involved in making the advert? Where was your favourite?**

One of the best things about this shoot was that it took in many great locations across the globe. My personal favourite was the Olympic stadium in Barcelona. The crew we worked with there was fantastic and made it a great shoot. On top of that, there is the amazing Spanish food!

**Who do you think will win the World Cup?**

As a Brazilian, there is only one answer for me!!