



CRAIG MOORE

CRAIG MOORE is an award winning director known for crafting brilliant lifestyle visuals with a striking and cinematic edge. His ability to think quick and capture unique moments on camera has earned him a formidable reputation as a filmmaker.

Born and raised in South Africa, he made a name for himself in London where his first music video commission won him a UKMVA, followed closely by a series of Brit Award nominations and other achievements that contributed to his early success.

His move into advertising was organic, building a strong stable of performance-based work, underpinned by craft and the interpretation of evocative visuals with lustrous aesthetics.

He is a confident and easy-going director who builds strong relationships with his subjects, from actors and dancers to international artists and high profile sports celebrities.

Craig's style has attracted the attention of numerous brands, and his collaborations include the likes of Wrangler, Adidas, Nike, Ted Baker, FIFA, Puma, C&A, AVON, DAZN and Superdrug. He has worked with the worlds best athletes, across multiple sports, as well as an impressive selection of international artists in music videos.



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