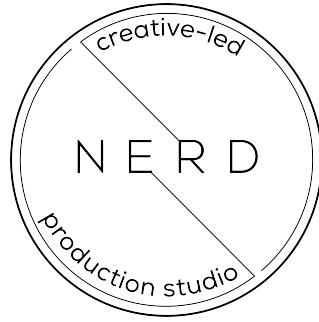
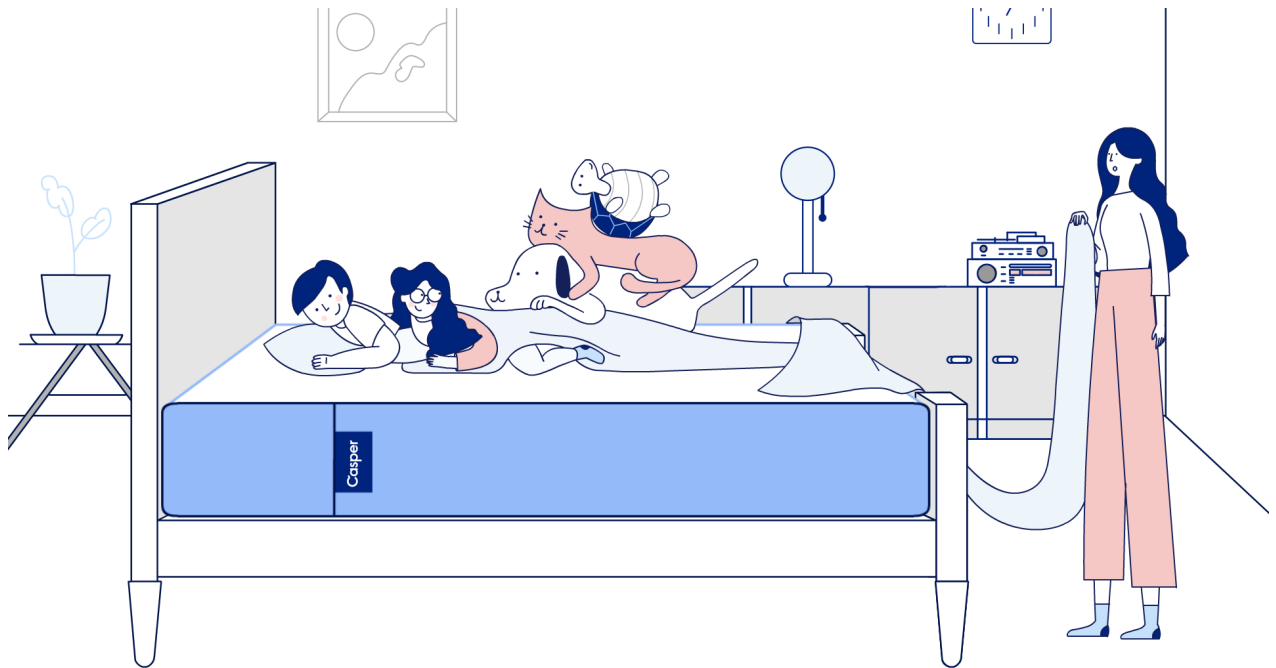


## NERD Productions



PRESS RELEASE  
[FOR IMMEDIATE RELEASE]



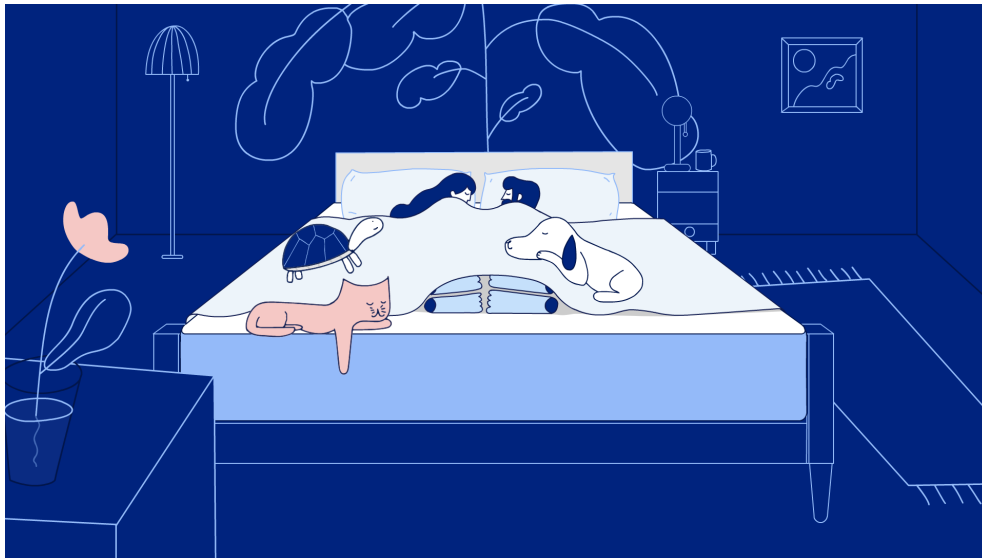
Click here to watch Casper TVC: <https://bit.ly/2Fyaxk3>

NERD's directorial tandem, Paloma of Lucas Borrás and Alicja Jasina, launched their stylishly directed hand drawn (frame by frame) 2D spot for worldwide mattress company Casper just this week.

After endless long hours and sleepless nights (pardon the pun), the close collaboration with creative agency, Red Antler to produce three individual spots for both online and TV was ready finally to be released to the public.

Ensuring to carefully showcase Casper's comfort and reliability, Paloma used smooth, fluid transitions combined with captivating storytelling to send us through the 100-night trial that is offered to all purchasers.

NERD Productions



# NERD Productions

## Credits

Director: Paloma

Production Company: NERD Productions

Executive Producer: Milana Karaica

Agency: Red Antler

Colourist: Danny Atkinson

Music & Sound: Jorge Ramirez-Escudero

## Notes to the Editor

Paloma is a directorial tandem of Alicja Jasina and Lucas Borrás, represented by NERD Productions. Alicja is a young, female up and coming animation director who collaborates with more seasoned animation director Lucas to produce 2d dynamically drawn spots.

Paloma and Milana Karaica are both available for interview on behalf of NERD Productions. For further information pertaining to the press release, resources or NERD Productions, please contact Connie: [connie@nerdproductions](mailto:connie@nerdproductions)

## About Paloma

Paloma is a directorial tandem of Alicja Jasina and Lucas Borrás. Coming together from different artistic backgrounds is what makes their work truly unique.

They thrive to create imaginative and visually poetic storytelling in a wide range of mediums, knowing no boundaries.

With more than 10 years of experience they believe in creating compelling visuals that are always supported by strong ideas.

Paloma's work has been Academy Award Shortlisted, has received many awards including Art Directors Club and has won student Academy Award as well as a BAFTA.

## About NERD Productions

NERD Productions is a creative-led production studio continuously delivering expertly crafted and positively engaging moving image and illustrations for agencies and brands across all media.

Our team of fiercely talented Directors, Illustrators and Producers from all backgrounds and walks of life bring our similarities and differences together under one roof to make creative work that exceeds client expectations for every brief. Our collaborative approach is not something we practice internally only, NERD also work closely with our clients from the early stages of the creative process to ensure that we craft only the most visually pleasing, moving image that we can all be proud of.

Not only do we bring to life TV commercials, digital content, print advertising and OOH/DOOH, but we strongly believe that nurturing talent and championing diversity are the key ingredients to producing powerful visuals that stand out and communicate with real people across the world.

We're proud of our talent for regularly winning awards for their work including D&AD, BAA, BTAA, Promax, Creative Circle, LIAA and many more.

We are NERD Productions  
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<https://nerdproductions/>