Film director Shingo Hashimoto



Shingo Hashimoto is an advertising film director based in Tokyo. He has created many 'strong commercials' that portray characters with wit, humor, and emotion in well-made images.

He is renowned for his skill in striking the right balance between the appeal of the product or brand and the visual impact within a short time frame of 15 or 30 seconds.

In addition to directing, sometimes he also undertakes total creative work from the planning stage, and edits the films himself using Adobe Premiere Pro.

From the end of 2023, he started making videos using generative AI.

He is developing his own technology to create unique commercials without relying on filming or CGI, making full use of multiple cutting-edge AI tools.

