



Ethem Cetintas

Commercials Director

Ethem Cetintas is a graduate of the London Film School, renowned for numerous world famous graduates such as Mike Leigh, Michael Mann, Howard Atherton, Tak Fujimoto, Mark Goldblatt, and Franc Roddam to name but a few.

After completing his studies Ethem moved into the News & Current Affairs field and started working as a Director/Cameraman in many troubled parts of the world, often undertaking dangerous assignments such as the coverage of the Iranian Revolution, the Iran-Iraq War, the Siege of the Egyptian Embassy and the Afghan War. During this time he produced numerous current affairs films such as The Gray Wolves, Kurdish Corridor and Talabani for the BBC, UPITN, Sveriges TV, LWT, CBS, & NBC. The quality of these programmes attracted attention throughout the industry and was instrumental in him being invited to join Bafta, of which he has been an active voting member since the 1980s.

Soon his work started to include documentaries from around the world and his talents were recognised by programmes such as Newsnight (BBC), London Plus (BBC), World In Action (LWT), Food & Drink (BBC), Horizon (BBC), Commercial Breaks (BBC) and the Open University (BBC). He also developed and directed his own films such as Forgotten Christians (BBC) and Labour of Love (LWT).

Additionally Ethem was also working as DP on many prestigious commercials around the world for companies such as MANN Advertising, Ogilvy Mather, JWT and numerous independents. It was during this time that he was asked by one of his producers to take over as director and soon he was responsible for directing a variety of commercials for Turkish, Nigerian, Spanish and British companies.

The early nineties saw him move into directing TV dramas such as "William The Conqueror" for FMC – "Coblyn" for S4C – "The Unconquered" & "Holiday for Three" for ITV and the TV pilot of "Symphony in G minor". He was also the UK unit director for six episodes of "Breaking Free" and eight episodes of "Republic", as well as the feature film "Breaking Free" for TRT.

At the present time Ethem's work is mainly on TV Commercials and Corporate Promos which are too numerous to list, but his clients include such names as Ogilvy Mather, Beaulieu Motor Museum, HHC Lewis, Paulton's Park, The Mayflower Theatre, The Post Office, M+W, The Financial Times, Riggs Advertising, The Walker Agency, Blair Fowles Agency, Absolut Vodka, Southampton Institute, the Isle of Wight Tourism Board, GeoSafari, Cherbourg Tourism Board, Marwell Zoological Park, Yes Car Credit, HobbyCraft, Strathclide, Concept Cars, Rover MG, Condor Ferries and many more.

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