



CV

Director / Joakim Eliasson

About / In 1991 Joakim decided to move to Stockholm to attend a film school. He immediately felt that he had found his passion in life.

His breakthrough was an ad for Electrolux that was featured under "New Directors" on Shots. Soon he had representation in Sweden, England, Germany, France, Spain, Italy, Austria, Holland, Poland, USA and Canada.

He has done work for all the big brands such as Coca Cola, McDonald's, Miller Genuine Draft, Campari, Cinzano, VW Beetle, VW Passat, General Motors, Fiat, Unilever, Nesté, Kraft, SAS and a multiple award winning spot for Stella Artois.

You probably saw the award-winning commercial for K-rauta with the character "Jarmo" that Joakim directed. It was so popular that a parody of it spawned it's own TV-series in Sweden.

He has also done a vast majority of charity films including everything from "Vienna kids theater" and "Save the children International" to the Swedish anti-bullying organisation "Friends".

In 2003 he joined Stink in Stockholm to focus on the scandinavian market. This worked out very well and in 2007 he started his own production company Film de Liberté together with his producer from Stink - Christer Kildén. Their first project with their new company was "Le Courage", a massive web campaign for Stella Artois through Lowe. And things has moved on very well from there indeed.

Sel. Awards / Golden Egg Sweden.
Gold in Epica Awards.
Gold the One Show.
Gold in New York Festival.
Silver NYC Awards.
Bronze Cannes Lions.
Silver Roy

Film de Liberté