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## Publicity Wire News :: Award-Winning Television Commercial Director Daniel Azarian Creates Commercial For Horizon Organic



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### Award-Winning Television Commercial Director Daniel Azarian Creates Commercial For Horizon Organic

**Category:** [People on the Move](#)  
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Publicity Release Posted: April 09, 2009 17:43:04 EST



Commercial Director, Daniel Azarian

#### The spot, for Single Serve Organic Milk, features TLC's Celebrity nutritionist, Dr. Felicia Stoler

**NEW YORK**, April 09, 2009 | SHOOT Publicity Wire | --- [Underdog Entertainment](#), a New York-based production company, today announces that [Daniel Azarian](#), a rising director of television commercials and branded entertainment, has produced and directed a commercial for [Horizon Organic](#), produced by [Real Savvy Media, Inc.](#)

The docu-style spot features three real mothers discussing nutrition concerns for their children, including the use of Horizon Single Serve Organic Milk. Dr. Felicia Stoler, celebrity nutritionist, mother of two, and host of the TLC show, "[Honey, We're Killing the Kids](#)," imparts advice as an expert, but also relates to the women as a fellow mom. "We wanted a piece that communicated genuineness and sincerity, which is why we used real mothers speaking from their own life experience," explains Azarian. "To convey this message, we used a documentary-style camera technique, implementing handheld camera work and closeups to create an intimate and personal point of view. At the same time, we made sure that the unique brand messaging for the product was clearly stated, and that the moms talked about how this particular product was an integral part of their children's nutrition." The spot can be viewed at [www.realsavvy.tv](http://www.realsavvy.tv)

[Daniel Azarian](#) won three 2008 Telly Awards for his futuristic-themed beauty/cosmetic spot, "Bulletproof," created for the launch of Bulletproof Airbrush Makeup from [Facez](#). He claimed the Tellys' highest honor, the Silver Award, for excellence in low-budget commercial production, plus two Bronze Awards in Beauty/Cosmetics and Entertainment. The 60-second spot and a three-minute short film version can be viewed at [www.danielazarian.com](http://www.danielazarian.com) and [www.BulletproofMakeup.com](http://www.BulletproofMakeup.com).

Azarian also directed and produced national spots for 3M's Scotch-Brite brand and American Family Insurance. Blue-chip telecommunications firms and entertainment networks have licensed Azarian's commercial spots for their US and international mobile networks.

As Azarian explains, "Top-tier brands can now go directly to independent directors and

production companies that know how to optimize budgets and deliver commercial spot production quality equal to, or exceeding, that of any global agency."

Horizon Organic® was America's first nationally distributed organic dairy brand. Since it was founded in 1991, the company has been a pioneer in the organic movement. Today, as the organic industry evolves, Horizon Organic continues to lead with insight, integrity and unwavering commitment to organic principles.

Underdog Entertainment is a New York-based production company active in producing commercial spots, branded and traditional entertainment, film, and web video. Visit [UnderdogEntertainment.com](http://UnderdogEntertainment.com) to learn more.

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