



The Sacred Egg

The Sacred Egg are a directing duo made up of London-based Ed Kaye and Lisbon-based Alex Mavor. Together, they're known for delivering highly original concepts with an iconic visual aesthetic.

Working together since 2007 - firstly as creatives for London advertising agencies, then as directors with Riff Raff Films - The Sacred Egg have worked with some of the world's best advertising agencies such as Mother, Wieden+Kennedy and Droga5, who align with their mission to make truly original and disruptive work.

Their first experiences in filmmaking came through low budget music videos. After their breakthrough video for Breach "Jack" was nominated at the 2013 UK Music Video Awards, four years later their video for Royal Blood "Lights Out" won Best Rock Video. The Sacred Egg were Second Unit Directors for the "Bohemian Rhapsody" feature film which has gone on to gross over \$200m worldwide, and in the last 3 years have won 11 British Arrow Awards, 6 Creative Circle Awards including Best Cinema Campaign, Best Music Promo and Best Direction, and 3 Kinsale Shark Awards including Gold for Easy Jet's "Imagine". While 2020 was quiet for some, their "Burger" spot for Postmates through Mother LA was awarded a D&AD Pencil in Film Craft.

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