

News & Features

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Nearly naked is not the ideal way to make a run for it - but in this new ad for **Jockey** via Periscope and directed by **Marcus Nispel** of **MJZ**, a guy and girl have no other choice. The highly stylized spot imagines a futuristic way-station where people are moved assembly-line style through a chamber that eliminates their individuality and turns them into mindless clones. One man stands alone, stepping **Out of Line** with his girlfriend, and fighting for his right to express himself - and to don the underwear of his choice. Additional talents were provided by MJZ EP Vincent Oster, The Skouras Agency DP John Stainer, and **Union Editorial** cutter **Jay Friedkin**.