

Zack & J.C. Are at Home on *losthighway*

NEW YORK, March 14, 2008 - [losthighwayfilms](#) has signed directing duo **Zack & J.C.** for exclusive US spot representation. The directors, whose standout work in branded entertainment, commercials, and music videos has garnered a slew of awards and accolades, come over from @radical.media.



"Obviously, Zack and J.C. have already had an impact within the industry, so any company would want this team on the roster," noted **losthighwayfilms Executive Producer Marc Rosenberg**, who founded the company in 2006. "But beneath the buzz is the fact that these are substantive, patient directors with no attitude, real guys, fun guys, who put a premium on quality."

Zack & J.C. said that while they appreciated the initial development and exposure they received at @radical, they sought a more intimate, hands-on affiliation that would feel like home. "We were meeting with a lot of companies, and connected with Marc's approach and ethic immediately," said J.C. "The **losthighwayfilms** model is really the way to go for the long haul," Zack added. "We started out doing short films at NYU, with personal projects and really loving the filmmaking process, and we want our career to have that feeling."

With a clear emphasis on comedy, Zack & J.C. (Zack Resnicoff and J.C. Khoury) consistently have delivered knockout punches for clients such as Mt. Dew, T-Mobile, Kentucky Lotto, Avaya, Aquafina, and, most recently, Orange Julius. The directors also have kept things interesting, working across the media spectrum and on projects of varying size and scope. "While money is always a concern," Zack pointed out, "financial limitations can make a project more exciting."

In addition to the fun factor, J.C. explained, the duo seeks out work that allows for strong storytelling and character development. "Comedy is key, we're at our most creative being funny for advertising. At the same time, hopefully, we've done a really good job building characters and stories."

The pair's creative sensibilities are reflected in projects across all platforms: a campaign to promote the first-ever HD broadcast of all six *Star Wars* films, for example, had Zack & J.C. wearing many hats, shooting, editing, and even building robots. Aquafina "Bacon" allowed the directors to work in longform branded entertainment, taking on "Bacon" in the name of good eating. Their Orange Julius project was the first-ever live action ad for that client. Their music videos for bands such as The Younglings ("Nerf Herder") likewise break new ground. "We'd hate to think we were limited to any particular genre," concluded Zack, who pointed out that the team is currently developing a thriller.

Alumni of the NYU Graduate Film Program, Zack & J.C. have photographed, edited, written and directed over 100 hours of original content for Film, TV, and the Internet. In June of 2006, Zack & J.C. were honored at the AICP/MoMA, and other recent honors include three gold ADDY awards, three Tellys, two Hamptons International Film Festival wins, a Slamdance Film Festival award, an ASC Heritage Award, and a best picture nod from ZoieFest.

Zack & J.C. round out a **losthighwayfilms** roster comprised of Eddy Chu, Sasha Levinson, and Michael Patterson.

About **lost**highwayfilms

In the course of Rosenberg's 30 year tenure in the film industry, he has collaborated with maverick directors such as Rick Levine, Joe Pytko, Rupert Wainwright, Tracey Rowe and Marcus Nispel. He has produced dozens of commercial campaigns for Burger King, Diet Coke, Mars, GMC, Kraft, Gillette, GHI, Lux, Pfizer, I Love New York, and more. Rosenberg's expertise extends to corporate films, network pilots, TV promos, music videos, and interactive media. He has also produced nontraditional branded and Web content, including webisodes of *The Riches*. His work has been honored with a multitude of Clio and Andy awards. A member of the AICP, Rosenberg co-authored the organization's Bi-Annual Production Coordinator's Seminar.

Any Zander coordinates **lost**highwayfilms' Sales and Marketing efforts in-house. SchafferRogers represents the company on the East Coast. Marci Miles, Kristina Kovacevic (KK), and Julie Ford of Reelize Inc. handle Midwest sales.