



Coco Winter
Directress

Coco Winter has directed more than 400 commercials becoming an internationally acclaimed and renowned director for TVC and image films around the globe. Named by "Horizont among Germany's 10 best female directors in advertising" Coco's work stands out for its emotional storytelling, dynamic visual precision and authentic human touch.

She led teams in Argentina, Czech Republic, Denmark, Italy, Greece, Lebanon, Poland, Russia, Romania, Slovakia, South Africa, Spain, Switzerland, Ukraine, Uruguay, USA, the UK and at home in Germany. Her positive energy on set inspires both crew and talent – even when directing remotely.

Coco brings extensive experience in Virtual Production and the creative use of AI technologies, seamlessly combining traditional filmmaking, real-time environments and intelligent postproduction workflows. This combination allows her to craft visually stunning, emotional resonant films that feel cinematic and contemporary.

She is very comfortable working with celebrities and being a mother gives her a great understanding when working with children. The full emotion and life reality of the stories become very evident in her commercials. Coco's grounding in and enthusiasm for art direction has given her an acute eye for detail enabling her working with all production budgets from small, intimate shoots to major global campaigns.

Whilst Coco's passion for food and cooking is evident in the wide range of commercials that she has directed in that field, she is equally enthusiastically driven to deliver for all her clients who have included Aversa, Bayer, Beiersdorf, Beko, Bepanthen, Bongrain, Bergader, Berentzen, Brillux, Carte D'Or, clever, Danone, Darboven, Deutsche Telekom, Develey, Du Darfst, Dolormin, Dr.Oetker, Dr.Best, eBay, Edding, Eilles, Ergo Versicherung, Ehrmann, Exquisa, Fairy, Febreze, Federal Ministry of Family Affairs, Ferrero, Flexagil, Henkel, Hochland, Humana, HYLO, Kiri, Kraft Food, Knorr, Kytta, Kreon, Lidl, Little Lunch, Kellogg's, Maggi, McDonald's, Meta, Melitta, Mövenpick, Moulinex, Müllermilch, MSD Health, myToys, Nivea, Nestlé, nutella, Oleina Oil, Orlen, Parmalat, Patros, P&G, Rama, Ravensburger, Rapelli, Reckitt Benckiser, Sanofi, Sagrotan, Schogetten, Schwartau, Storck, Stada, Saint Bernard, Tchibo, Teekanne, Thomy, Torchyn, Toffifee, Unilever, Vagisan, Volvic, Weight Watchers, Werther's, Weiherstephan, WhatsApp, WMF to name but a few.

Coco is married and currently lives with her husband and their two kids in Hamburg/Germany.

She can also be booked as a local director in the UK.