

HERA KING

Freelance Producer

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Hera King is a UK based freelance producer with 25-year experience. She has shot commercials, content, short films, stills and music videos throughout the world. Hera is actively freelancing as a producer and executive producer for the UK and US markets.

COMMERCIAL CREDITS

Production	Title	Director	Agency	Production Company
Lexus	Lexus Summer	Manu Cossu	Team One	Iconoclast
Audible	Funny Guy	Andrew Gaynord	Fold 7	MindsEye
Paddy Power	First Dates	Andrew Gaynord	BBH	MindsEye
Billie	Meeting/ICK	Cloe Bailly	My Billie	Iconoclast
HP	Nails	Mack Sheppard	Droga 5	ProdCo
Barclaycard	Vows	Andrew Gaynord	BBH	MindsEye
Dell	Holiday	Nico Perez Veiga	VML	Iconoclast
Paddy Power	Euros	Andrew Gaynord	BBH	MindsEye
Boots	Take a Hike	Andrew Gaynord	Hogarth	MindsEye
Paddy Power	Subs	Andrew Gaynord	BBH	MindsEye
Gatorade	Health Halo	Manu Cossu	TBWA	Iconoclast
Dreams	Love your Bed	Andrew Gaynord	M&C Saatchi	MindsEye
Extra Chewing Gum	Dog & Nails	Akinola Davies	EnergyBBDO	Iconoclast
Nike	WC23	Alaska	W+K	Iconoclast
Sky	Sky Stream	Leo & Zite	MidnightClub	MindsEye
Confused.com	Coronation St	Andrew Gaynord	Accenture	MindsEye
Old Spice	Red Roots	Anna Lisa Himma	W+K	Iconoclast
Natural Diamond Council	2022 Campaign	Manu Cossu	NDC (direct)	Iconoclast
Ribena	Cats	Thomas Ormonde	BBH	MindsEye
CMF	Fairground	Sye Allen	Fold 7	MindsEye
Samsung	Winter Olympics	Alaska	Leo Burnett	Iconoclast
Camden x Marmite	Kiss	Eros	Draftline	MindsEye
Natural Diamond Council	2021 Campaign	Manu Cossu	NDC (direct)	Iconoclast
Lidl	Big on Summer	Andrew Gaynord	Karmarama	MindsEye
HP	Noise	Fleur Fortune	W+K	Iconoclast
Apple	Chinese NY	Lulu Wang	MediaArtLab	Iconoclast
Toyota	Olympics	John Barber	&Partnership	MindsEye
Magic the Gathering	Gather Greatness	Phil Hawkins	Jump@Havas	Superhero
Radio One	Greg	Andrew Gaynord	BBC	MindsEye
Pets at Home	Furbabies	Thomas Ormonde	&Partnership	MindsEye
Paddy Power	Money back	Andrew Gaynord	VCCP	MindsEye
FIFA TOTY	TOTY	Paul Geusebroek	EA Sports	Iconoclast
Natural Diamond Council	2020 Campaign	Manu Cossu	NDC	Iconoclast
NowTV	The Talk	Andrew Gaynord	Engine	MindsEye
Ebay	Sept, Xmas	Jon Barber	72 & Sunny	MindsEye
FIFA 20	FIFA 20	Paul Geusebroek	EA Sports	Iconoclast
Onken	Inner Happiness	Brad Lubin	All tog. Now	MindsEye
Hunter Douglas Blinds	Transformer	Rob Chui	Wednesday	Iconoclast
Words with Friends	The Wordout	Tom Williams	ZYNGA	Superhero
U-Switch	Coffee Shop	Brad Lubin	Brothers & Sisters	MindsEye
McDonalds	Savour Menus	Andrew Gaynord	Leo Burnett	MindsEye
Dixons	Appliances	Andrew Gaynord	AMB DDB	MindsEye
Dixons	Kitchen Envy	Andrew Gaynord	AMV DDB	MindsEyw
Gucci	Preludes	Adam Csoka Keller	Frieze	Frieze
H&M	SS18	Gustav Johansson	Adam & Eve	Iconoclast
Sainsburys	Autumn	Mees Peijnenberg	W+K	Iconoclast
Virgin Media	DRTV V6	Ernest Desumbila	BBH	Iconoclast
Virgin Mobile	Oomph	Ernest Desumbila	BBH	Iconoclast
Aussie Hair Care	Life Ft.	Jeremie Rozan	Saatchi	Iconoclast
Bettson	Estate Agent	Brad Lubin	Leo Burnett	MindsEye
New Balance	Lifestyle	Liam Ricketts	Zak	Zak
Betfair	Good Dog	Jones	Betfair Direct	Betfair
Puma	Kit Launch 2016	Andrew Green	Perform Media	Perform Media
M&S	M&S Style	Harry Reavley	Studio Private	Studio Private
New Balance	Game on Game Over	Luc Janin	Zak	Pulse
Mastercard/Apple Pay	Dan Carter	Jamie Rafn	McCanns	Smuggler
Dr Martens	Evo Film	Chris Ranson	Studio Private	Studio Private

COMMERCIAL CREDITS *continued*

Production	Title	Director	Agency	Production Company
Adidas by Stella McCartney	FW 2016	Roger Deckker	S. McCartney	Stella McCartney
New Balance	Make Take	Time Based Arts	Zak	Zak
New Balance	Never Stop	Marie Schuller	ZaK	Zak
Stella Sport	SS16	Marie Schuller	Studio Private	Studio Private
Ballentine	Black Coffee	Novemba	MC Saatchi	Cap Gun Collective
Betfred	Dudes	Bruce St Clair	Brother&Sisters	Biscuit
Allianz	1 Thing that Matters	Various	Grey	Cheil
Citizen	Better Starts Now	Tristan Patterson	W+K	Smuggler
Dove	Things Woman"	Marcus Liversedge	Billington Cart.	Guts & Glory
Unilever	All Things Hair	Ben Kaufmann	Weber Shand.	Razor Fish
Samsung	Launching People	32	Cheil Comm UK	Pulse
Betfred	Carnival	Nick Jones	BJL	Betfair Direct
Lakme Cosmetics	Carnival	Trudy Bellinger	Publicis	Made by Madam
Trinity Leeds	Wonder	Ben Woolf	VCCP	Cap Gun Collective
Sunsilk	Root Strength	Trudy Bellinger	JWT	Made by Madam
Reese's Puffs	Ultimate Session	Harvey B Brown	Burrell (US)	Crossroads
Axe/Lynx	Games	Russell Bates	Razorfish	Crossroads
Mark & Spencer	Changing Room	Claire & Laura	Sapient Nitro	Crossroads
Ladbroke's	Tiziano at the Races	Russell Bates	Sapient Nitro	Crossroads
Snickers	Joan Collins	Russell Bates	Abbott Mead	Crossroads
Barclay Card	Christmas	Trudy Bellinger	This is Dare	Crossroads
Baileys	Unpacking	Jorn Haagen	BBH	Crossroads
Baileys	Misunderstanding	Jorn Haagen	BBH	Crossroads
Listerine (exec prod)	You Say Tomato	Katie Bell	JWT	Crossroads
L'Oreal for Men (exec prod)	Expert	Russell Bates	VCCP	Crossroads
Garnier (exec prod)	Tasmin	Trudy Bellinger	Publicis	Crossroads
Dyson	Various	Julian Dyson	Dyson Direct	Dyson
Pampers	Sleeping Baby	Julia Jason	Saachis	Crossroads
Icelandic Air	Europe	Samuel&Gunnar	Iceland Air	Crossroads
Diesel	Catalogue 2010	Arno Salter	Anomaly	Stink Digital
Samsung Mobile	Wave	Philip Bolton	Cheil Comm	Crossroads
Samsung Mobile	Omnia II	Terence Stevens Prior	Cheil Comm	Crossroads
Simply Health	Animation	ALex McClean	Airside	Crossroads
Kozel Beer	Long Table	Samuel & Gunnar	Joshua	Crossroads
Walkers	Flavours	Ben Tonge	Abbott Mead	Crossroads
Pedigree Chum	Marly & Me	Jam	TBWA	Crossroads
Marie Claire Magazine	Sun Flares	Julie Jason	Leo Burnett's	Crossroads
Samsung LCD TV	Attraction	Samuel & Gunnar	Cheil Comm	Crossroads
Samsung Mobile Phones	Restaurant	Jam	Cheil Comm	Crossroads
Max Factor	Skin Foundation	Trudy Bellinger	Euros	Crossroads
Nurofen	Monsters	Julie Jason	Euros	Crossroads
Samsung Mobile Phones	Hotel	Jam	Cheil Comm	Crossroads
IP Awareness	Knockoff Nigel	Bruce Hurwitt	Sell Sell	Crossroads
Kingdom United	Bombings	Nick Wickman	Kube	Kube
Nassari	Love knows	Stephan Elliott	Done and Dusted	Done and Dusted
McArthur Glen Outlet Village	Love	Harvey and Carolyn	Publicis	Crossroads
McArthur Glen Outlet Village	Snowstorm	Harvey and Carolyn	Publicis	Crossroads
Gillette	Venus Shavers	Trudy Bellinger	MTV & P&G	Crossroads
Head and Shoulders	Serenity in the city	Harvey and Carolyn	Saatchis	Crossroads
Rimmel	Drench	Trudy Bellinger	JWT	Crossroads
Dulux	Shades	Harvey and Carolyn	BBDO	Crossroads
Morellato	Jewellery	Harvey and Carolyn	Grey	Crossroads
Malibu	On the Town	Simon Nicholls	Kube Media	Kube
Zoo Weekly	Gym	Nathan Church	Emap	NMI
Lulu	Greatest Hits	Tom Bird	Mercury	Mercury
Avon	Anew Alter. Cream	Max Pointer	Concrete	Concrete
Anastasia TV Ad	Greatest Hit	Nathan Church	Emap	NMI
Zoo Weekly	Curry & Gift	Nathan Church	NMI	NMI
Anti-Terrorist Commercials	Kingdom United	Nick Wickham	Skaramoosh	Splinter Films
Best Buy Stores	Elton John DVD	Julian Gibbs	Intro	Intro
FHM Magazine	High Street Honeys	Nathan Church	NMI	NMI
Zoo Weekly	Sex Doctor	Nathan Church	NMI	NMI
Zoo Weekly	Art Gallery	Nathan Church	NMI	NMI
Zoo Weekly	Football	Nathan Church	NMI	NMI
Zoo Weekly	Dogs	Siraj Jhaveri	NMI	NMI
Duo	Leaf	Lindy Heymann	WAA	Limited Konami
Playstation 2	Dancing Stage	Siraj Jhaveri	NMI	NMI
FHM Magazine	High Street Honeys	Toby Tremlett	NMI	Serious Pictures
Carlsberg	Foreign Winnrs	Russell Thomas	DDB Needham	MTV
Carlsberg	Carlsberg City"	Russell Thomas	DDB Needham	MTV
Aspro Holidays	Roving Challenge	Keith Rogerson	Connect	MTV
Fosters Ice Beer	Ice Bumper	Swiftly	Courage Ltd	MTV

COMMERCIAL CREDITS continued

Production	Title	Director	Agency	Production Company
Cockspur Rum	UK Versions	Paul Morgans	Burkitt Ed & M.	MTV
Presenter Campaign	MTV New Presenters	Debbie Wolfe	MTV	MTV
Animal Idents	MTV Programming	Debbie Wolfe	MTV	MTV
Club Med	Diving	John Clements	MTV	MTV
Ascot Tea	Tea	Graham Fowler	Sloane Ad	GF Films
Sarita Cakes	Cakes	Chris Middleton	Saatchis	GF Films

DOCUMENTARY /SHORT FILMS

Production	Title	Director	Agency	Production Company
Apple	iPhone 12 Chinese NY	Lulu Wang	Media Lab	Iconoclast
Citizen	Better Starts Now	Tristan Patterson	W+K	Smuggler
Samsung	Launching People	32	Cheil Comm.	Pulse
Ballentine	Black Coffee	Novemba	MC Saatchi	Cap Gun
The Walthamstow Warrior	10min Short	Colin Offland		Halcyon Films
Ainsley's Odyssey (A. Harriot)	6 Cookery Progs.	Colin Offland		Halcyon Films
Nike "Graffiti"	Nike	Swiftly		Red River
British Airways	In Flight Film	Graham Fowler		GF Films

MUSIC VIDEOS

Band	Title	Prod. Co.	Director	Record Company
Sandy & Junior	Love never fails	Sledge	Phil Griffin	Universal
Dmac	The world she knows	Sledge	Phil Griffin	EMI
Atomic Kitten	Whole Again	Sledge	Phil Griffin	Virgin
Luke Galliana	To Die For	Sledge	Phil Griffin	Zomba/Jive
Steven Gately	Stay	Sledge	Phil Griffin	Universal
Ellie Campbell	Don't Want You Back	Sledge	Phil Griffin	Zomba/Jive
Girls @ Play	Airhead	Sledge	Phil Griffin	GrahamStokes
All Stars	Back When	Sledge	Phil Griffin	Universal
B15	Everyone Falls in Love	Sledge	Jez Murrell	Relentless
Vanessa Mae	Destiny	Sledge	Phil Griffin	EMI
Vanessa Mae	White Bird	Sledge	Phil Griffin	EMI
Westlife	Angel	Sledge	Phil Griffin	BMG
Damage	After the Love has Gone	Sledge	Phil Griffin	EMI
DJ Pied Piper	We are Here	Sledge	Phil Griffin	Relentless
Misteeq	One Night Stand	Sledge	Phil Griffin	Telstar
Misteeq	All I Want	Sledge	Kola Calfos	Telstar
Nesha	What It Gonna Be	Sledge	Kola Calfos	Relentless
Raven Maize	The Real Life	Sledge	Phil Griffin	Ministry
Eddie Grant	Walking on Sunshine	Sledge	Marcus Adams	East West
Atomic Kitten	Eternal Flame	Sledge	Phil Griffin	Virgin
Emma Bunton	Gonna Sleep Tonite	Sledge	Phil Griffin	Virgin
Toploader	Time of My Life	Science	Doug Avery	Sony
Busted	Year 3000	Science	Dougal Wilson	Universal
Middlelow	Right Proper Charlie	Sledge	Phil Griffin	EMI
Jamie Benson	Stay	Sledge	Phil Griffin	Concept
Nigel & Marvin	Follow the Leader	Sledge	Andy Margetson	Relentless
Jamie Benson	Dumb	Sledge	Phil Griffin	Concept
Atomic Kitten	You Are	Sledge	Phil Griffin	Virgin
Reel	Take me Away	Sledge	Phil Griffin	Universal
Supersister	Summers Gone Away	Sledge	Phil Griffin	Mushroom
All Stars	Bump & Grind	Sledge	Phil Griffin	Universal
Masai	Kick Back	Sledge	Phil Griffin	Concept
Hear'Say	The Way to Your Love	Sledge	Phil Griffin	Universal
Lil Devious	Come Home	Sledge	Phil Griffin	Ministry
Mary Griffin	Without You	Sledge	Phil Griffin	Curb
Fallacy Feat.T T	Big n Bashy	Sledge	JT	Virgin
More Fire Crew	Back Then	Sledge	JT	Universal
David Sneddon	Stop Living the lie	Sledge	Simon Baker	Mercury
Kurtis Mantronix	Feat. Chamonix	Serious Pics.	Orson Nava	EMI
Blazin Squad	Summertime	Sledge	JT	East West
Intenso Project	Look This Way	Sledge	JT	Concept
Michelle Lawson	I just Wanna Say	Intro	Tom Bird	Mercury
Sophie Ellis Baxtor	Speed Dating	Serious	Trudy Bellinger	Polydor
Simply Red	Home	Exposure Films	Hayley Cloake	Simply Red
Brian McFadden	Irish Son	Bikini Films	Nigel Dick	Sony
Terri Walker	Whoops	Mercury	Tom Bird	Mercury
Darius	Father Son	Mercury	Tom Bird	Mercury

MUSIC VIDEOS *continued*

Band	Title	Prod. Co.	Director	Record Company
Bodyrockers	Round & Round	Exposure	Trudy Bellinger	Mercury
British Sea Power	Please Stand Up	Splinter	Nick Wickham	Rough Trade
Alexis Strum	Bad Haircut	Mercury	Tom Bird	Mercury
Girls Aloud	Long Hot Summer	Bikini	Max and Dania	Polydor
Damien Rice	Unplayed Piano	Splinter	Nick Wickham	Management
Rachel Stevens	Never Again	Exposure	Trudy Bellinger	Polydor
Urban Concept	Don't Trigger Campaign	Bikini	Max and Dania	Urban Concept
Lucie Sivas	Do forget me know	Mercury	Tom Bird	Mercury
David Bisbal	Sun aint gonna sun	Exposure	Trudy Bellinger	Universal Int.
Mattafix	To and Fr	Bikini	Max and Dania	Buddhist Pink
Westlife	Always	Bikini	Max and Dania	BMG Sony
Placebo	Because I want you	Done & Dusted	Russell Thomas	Virgin
Shape Shifters	Sensitivity	Flynn	Urban Stomb	EMI
Simply Red	Still Not Over You	Done & Dusted	Russell Thomas	Simply Red
Shirley Bassey	Get the Party Started	Crossroads	Harvey	Lock Stock
Siouxsie Sioux	Into a Swan	Crossroads	Harvey	Universal
The Saturdays	If this is Love	Crossroads	Harvey	Universal
Pixie Lott	Mamma Do	CrossroadsT	Trudy Bellinger	Universal
Snow Patrol	Run	Splinter	Nick Wickham	Polydor

COUNTRIES

London, Canada, USA, Argentina, Brazil, South Africa, Australia, New Zealand, Sri Lanka, India, Iceland, Greenland, Denmark, Finland, Dubai, Czech Rep, Slovenia, Bulgaria, Lithuania, Poland, Hungary, Spain, Portugal, Turkey France, Portugal, Italy, Holland, Germany, Austria, Ireland and Scotland.

IN HOUSE

EP Cover – Iconoclast UK

Head of Production – Lucid Films, Westwood and Sledge
