

## Terence Neale directs second global adidas Originals campaign

Egg Film's Terence Neale directed *Original Is Never Finished*, adidas Originals' new global commercial featuring visionaries from the worlds of music, skate, sport, style and art. Shot in South Africa, with celebrity pickups in Los Angeles, *Original Is Never Finished* trended on YouTube on its release, racking up over four million views in under 48 hours.

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