Director Billy Boman’s Rules for Rewriting Ads With AI

When a 30-foot-tall, 230-foot-wide billboard bearing the name Billy Boman went up on a hillside overlooking the 101 Freeway in Los Angeles, designed to evoke the Hollywood sign, the man behind the name kept hearing the same question: “Who the hell is Billy Boman?”

“I’m not a big influencer or anything,” Boman, a Stockholm-based director, told ADWEEK. “This guerrilla-style marketing, which we don’t see enough of today, has been causing quite a stir.”

The sign was a stunt from freelance marketplace Fiverr, promoting its new AI Video Hub, a curated roster of AI video directors. The campaign was designed to evoke a cultural landmark and position the hub as a direct challenge to expensive, bloated commercial productions.

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