

BARILLA | CREDITS | OPEN CARBONARA

PUBLICIS ITALY

Global CEO Le Pub, Global CCO Publicis Worldwide, CCO Publicis Groupe Italy: Bruno Bertelli

CCO Publicis Italy: Cristiana Boccassini

CCO Publicis Italy: Mihnea Gheorghiu

CCO Publicis Italy: Francesco Poletti

Global Executive Creative Director: Riccardo Fregoso

Global Executive Creative Director: Selim Unlusoy

Associate Creative Director: Daniela De Seta

Associate Creative Director: Alessandro Agnellini

Art Director Supervisor: Andrea Raia

Copywriter Supervisor: Matteo Gatto

Head of Strategy: Niccolò Rigo

Senior Experience Strategist: Antonio Jorgaqi

Senior Digital Strategist: Margherita Tuvo

Data Strategist: Andrea Battista

Social Media Analyst: Alberto Mura

Junior Data Analyst: Federica Parisi

Global Client Service Director: Simona Coletta

Groupe Client Service Director: Federica Papetti

Account Supervisor: Roberta Di Ponzio

Account Executive: Giovanni Spadola

Global Head of PR and Communication: Isabella Cecconi

Digital PR Manager: Carol Verde

PR Manager: Eleonora Botta

Head of Social and Content: Valentina Salaro

Senior Social Media Manager: Remigio Guerriero

Chief Creation Officer: Francesca Zazzera

Senior TV Producer: Antonella Capella

TV Producer Assistant: Eva Maio

Head of Digital Production: Vittorio Cafiero

Digital Project Manager: Ornella Scarparo

Head of Creative Technology: Mauro Mazzei

Digital Designer: Serena Murgia

Production and print managers: Tina Paoletta, Daniela Inglieri

Progress Managers: Elisa Petrone, Alessia Cornali

MUSIC

Title: JERUSALEMA (feat. Nomcebo Zikode)

Author: Kgaogelo Moagi, Nomcebo Nothule Nkwanyana

Master: Master KG feat Nomcebo Zikote

Music Company: Warner Music France / Africori

(P) 2020 Open Mic Productions / Courtesy of Warner Music Italy

Publisher: © 2019 Emazulwini Production And Projects Pty Ltd / Tisle Fuels

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Original Score: Magma Music Agency

MUSIC SUPERVISION: Michael Bertoldini
MUSIC PRODUCERS: Seppl and Gyo Kretz

PRODUCTION

Regia: Simone Godano
Dop: Cristiano Di Nicola
Chef Testimonial: Chef Marco Martini
Squad Team:
Asma Khan
Jasmine Guetta & Manuel Kanah
Giulia Tomelleri
Victoire Gouloubi
Location: Roma
Scenografia: Veronica Rosafio
Stylist: Alessandra Trippetta
Make-up/Hair: Ilaria Zamprioli
Food Stylist: Francesca Alberoni

Casa Di Produzione: Brw Filmland
Executive Producer: Caterina Bussinello
Producer: Alice Chauvain
Production Manager: Daniele Esposito
Producer Post: Cristina Moio

Montaggio: Stuart Greenwald / Roberto Pileri

Post-Produzione Video: Tex Srl
Color: Grande Mela
Post-Produzione Audio: Sample Srl

PR STRATEGY

MSL