



HNK ITA H150 LTS - MSGM x Heineken

Credits Publicis Italy | LePub

Global CEO Le Pub, Global CCO Publicis Worldwide & CCO Publicis Groupe Italy: Bruno Bertelli
Chief Creative Officer: Cristiana Boccassini
Chief Creative Officer: Mihnea Gheorghiu
Executive Creative Director: Eoin Sherry
Global Creative Director: Jack Christensen
Associate Creative Director: Corina Patraucean
Creative Director: Rainor Marinho
Senior Art Director: Giulia Trimarchi
Senior Copywriter: Gian Marco Panichelli
Senior Art Director: Mattia Anelli
Senior Copywriter: Andrea Zanino
Global Head of PR & Communication: Isabella Cecconi
Digital PR Manager: Carol Verde
PR Manager: Eleonora Botta
Groupe Strategy Director: James Moore
Senior Strategic Planner: Alex Moore
Head of Social & Content: Valentina Salaro
Social Media Manager: Saraluna Goodloe
Global Client Service Director: Simona Coletta
Group Account Director: Luigi Palma
Account Manager: Federica Mileti
Chief Creation Officer: Francesca Zazzera
Head of TV Production: Anna Sica
TV Producer: Matilde Bonanni

Credits MSGM

Founder and Creative Director: Massimo Giorgetti
Head of Communication: Alessandro Biamonti
Head of Wholesale and Franchise: Vincenzo Ferrante



Credits Heineken Italia

Marketing Director: Jan Bosselaers

Marketing Manager: Myrsini Tsoukaki

Senior Brand Manager: Larissa Koper

Junior Brand Manager: Elena Bellini

Digital Media Manager: Luca Rimoldi

PR and Corporate Affairs Specialist: Fiammetta Ventura

Events Manager: Chiara Zucchetti

Media & Marketing Capabilities Manager: Giorgia Prestigiacomo

Credits Monogrid

Executive Producer: Francesco Bernabei

Digital Artist: Francesco Taddeucci

Digital Project Manager: Davide Grigatti

Production

Brett Lloyd