

DESPERADOS

THE BEER WITH LATIN VIBE CAMPAIGN

CREDITS LIST

DESPERADOS

Brand Director Global Desperados: **Natasha Maharaj**
Head of Global Desperados: **Ligia Patrocinio**
Communication Manager ATL Desperados: **Bianca Cioti**
Brand Manager Desperados: **Amir Ehsani**
Brand Manager Innovation & Design: **Richard Grosmann**
Strategic Insights Manager: **Jan-Maarten Zandbergen**
Innovation Manager Desperados: **Priscila de Almeida Prado Fins**
Brand Manager Desperados: **Steffi Zücker**
Communication Manager BTL Desperados: **Daniel Salem**
Brand Manager Desperados: **Simona Sarbu**
Communication Lead Global Brands: **Joey Brophy**
Communication Manager ATL Desperados: **Myriam Marouli**
Innovation Manager Desperados: **Macarena Arraiza del Castillo**

LEPUB

MAIN CAMPAIGN

Global CEO LePub, CCO Publicis Worldwide: **Bruno Bertelli**
Global Chief Creative Officer: **Cristiana Boccassini**
Global Chief Creative Officer: **Mihnea Gheorghiu**
Global Executive Creative Director: **Luca Boncompagni**
Head of Art: **Andrea Ferlauto**
Creative Director: **Evgenii Shiniaev**
Creative Director: **Iliia Priamilov**
Creative Supervisor: **Angela Celano**
Creative Supervisor: **Matteo Gemelli**
Senior Art Director: **Per Moe**
Design Lead: **Niccolò Orso Campanini**

Global Chief Strategy Officer: **Bela Ziemann**
Global Strategy Director: **Monica Radulescu**
Global Strategy Director: **Cristina Sarraille**
Strategic Planner: **Davide Brock**
Communication Strategy Director: **Adam Lotz**

Head of Culture & Data: **Zoe Lazarus**
Ethnography/ Data Analyst: **Hanna Janasik**
Data Translator: **Tumay Mavi**

Global Client Service Director: **Aurelie Quenardel**
Global Account Director: **Ioana Dumitrascuta**
Global Account Director: **Marta Dell'Adami**
Global Account Executive: **Chiara Allievi**

Global Head of PR and Communication: **Isabella Cecconi**
Senior Digital PR Manager: **Federica Fiorentino**
PR Coordinator: **Alessia Cornali**

Content Specialist: **Daniele Benvenuti**

Digital Project Manager: **Kejsi Haxhi**

Chief Production Officer: **Francesca Zazzera**
Head of video production: **Anna Sica**
TV Producer: **Margherita Fonseca**
Production & Print Manager: **Tina Paoella**
Production & Print Manager: **Daniela Inglieri**

DIGITAL ASSETS & KEY VISUALS

Head of Art: **Andrea Ferlauto**
Creative Director: **Ilija Priamilov**
Associate Creative Director: **Daniele Tesi**
Senior Copywriter: **Emanuela Ferrari**
Associate Creative Director: **Adina Cirstea**
Junior Copywriter: **Miriam Marin**
Junior Art Director: **Fernando Miranda Camacho**
Design Lead: **Niccolò Orso Campanini**
Senior Designer: **Paolo Vendramini**
Junior Designer: **Marcello Tarro**
Junior Designer: **Daria Guseva**

Art Buyer: **Veronica Bottanelli**
Digital Producer Supervisor: **Simona Caldarini**
Digital Art Director: **Ariberto Anastasi**

VIDEO PRODUCTION:

Director: **Bradley + Pablo**
Production Company: **Prettybird**
Head of Production & EP: **Fiona Bamford-Phillips**
Producer: **Ross Levine**
Production Manager: **Pedro Mata**
Line Producer & Head of Production (Local): **Carla Liziario @ Made In Lisbon**
EP (Local): **João Holbeche Beirão @ Made In Lisbon**

Production manager (Local): **António São João**
DOP: **Pablo Berron**
1st AD: **João Cysneiros**
Production Designer: **Fer Guerrero**
Product Specialist: **Jorge Amor**
Stylist: **Nayeli De Alba**
Casting Director: **Thom Hammond @ Hammond & Cox**
Choreographer: **Denna Thomsen**
Edit House: **Trim Editing**
Edit Producer: **Polly Kemp**

PHOTO PRODUCTION:

Photographer: **Lou Escobar - Canada**
Photographer Product: **Jaime Salmon - Canada**
Photographer Producer : **Marai Vives - Canada**
Service Production Company: **Made in Lisbon**
Executive Producer Service Production Company: **Carla Liziario**
Photo Post production: **Digital Art Studio - Madrid**

VIDEO POST-PRODUCTION:

Editor Dir Cut: **Matt Newman @ Trim Editing**
Editor offline main film : **Antonio Civilini**
Editor offline digital film: **Claudio Roveda, Andrea Besana**
Post Production: **Prodigious**
Head of post production: **Alfredo Beretta**
Post Production Producer: **Camilla Colabona**
Flame artist: **Adolfo Navire**
Editor online: **Luca Fornaciari, Lorenzo Casati**
Colour Grading: **Electric Theatre Collective**
Colourist: **Luke Morrison**
Colour Producer: **Alex Carswell**
Post audio main film: **750 mph**
Sound design & Mix: **Mike Bovill**
Audio Producer: **Carla Thomas**
Post audio digital assets and main film: **Disc To Disc Productions Milano**
Sound design & Mix: **Antonio D'Ambrosio**
Sound design & Mix: **Tommaso Conti**
Audio Producer: **Paola Calovi**

MUSIC:

Artist Procurement, Music Consultancy & Supervision: **MassiveMusic**
Brand Activation Director: **Anjali Nazarenko**
Artist Partnerships Director: **Lauren Thackray**

Brand Activation Manager: **Tristan Leopold**
Junior Account Manager: **Alexander Trushin**
Music Producer: **OVY ON THE DRUMS**
Song: **“Guao Guao”**
Artists: **MICRO TDH, Ovy On The Drums**
Publisher: **Sony Music Publishing, Kobalt**
Master: **Kristoman**
Composers: **MICRO TDH, Ovy On The Drums**

FONT:

Foundry: **Blazed Type**
Founder and Type Director: **Matthieu Salvaggio**
Type designer: **Léon Hugues**

DENTSU

SVP Client Services: **Vanessa de Groot**
Global Account Director: **Anoushka Canning**
Global Partnerships Manager: **Julie Le Houezec**
Strategy Director: **Elio LaGrua**
Strategic Planner: **Laura Gutiérrez**
Planning Director: **Marie Boucaut**

BOOMERANG - SOCIAL MEDIA

Executive Creative Director: **Rico de Lange**
Creative Director: **Diorgenes dos Santos**
Senior Creative: **Alice Isakson**
Medior Creative: **Michael Boersma**
Copywriter: **Lili Bos**
Designer: **Matthijs Nolst Trenite**
Senior Strategist: **Gert Jan Brookman**
Medior Strategist: **Julie Koolen**
Account Director: **Mikey van den Berg**
Project Manager: **Coco Andredelaporte**
Project Manager: **Melanie Pierre**

THE ROMANS- PR

Managing Director: **Kate Brazier**
Associate Creative Director: **Viola Hazlerigg**
Associate Director: **Mimi Rasmussen**
Senior Account Director: **Mollie Streek**

BILLION DOLLAR BOY - CREATORS

Group Account Director: **Sami Westwood**

Associate Creative Director: **Henry Crisp**

Senior Account Director: **James Silverstone**

Senior Account Manager: **Katie Van't Hoff**

Account Executive: **Dev Singh**

Global Director of Business Affairs: **Christina Drollas**

JACK MORTON - EXPERIENTIAL

Business Director: **Robin Davies**

Account Director: **Sam McFarland**

Creative Director: **Ricky Jeffery**

Senior Strategist: **Yasmin Balfour-Lynne**

Producer: **Maria D'Elia**