

Campaign Name: Social Off Socials

HEINEKEN

Bram Westenbrink – Chief Commercial Officer

Nabil Nasser – Head of Global Heineken® Brand

Daniela Iebba – Heineken Global Brand Strategy and Communication Director

Alexander Drake – Global Communications Manager – Heineken® Brand

Beatrice Jordão – Global Communications Manager – Heineken® Brand

Rutger van der Stegen – Global Head / Director BTL Marketing Heineken® Brand

Bram Reukers – Head of Digital Advertising

Maria Mihaylova – Global Digital Manager

Emily Geisemeyer – Digital Innovation Specialist

Jonathan O'Lone – Head of Brand and Consumer PR

Magdalena Nowrot-Babik – Senior Strategic Insight Manager

LEPUB

Global CEO LePub, CCO LePub Worldwide: Bruno Bertelli

Global Chief Creative Officer: Cristiana Boccassini

Global Co-Chief Creative Officer: Mihnea Gheorghiu

Global Executive Creative Director & Chief Invention Officer: Andrey Tyukavkin

Executive Creative Director: Eoin Sherry

Executive Creative Director: Felipe Ferreira

Creative Director: Corina Patraucean

Creative Director: Rainor Marinho

Senior Copywriter: Cristiana Candido

Senior Art Director: Ines Mota

Art Director: Flavia Conti

Art Director: Christopher Jones

Copywriter: Zelda Ridgway

Junior Art Director: Martina Desantis

Junior Copywriter: Valentina Ferrara

Junior Designer: Peter Sjo

Global Client Service Director: Shirine Aoun

Client Service Director: Ilaria Castiglioni

Group Account Director: Giulia Melegati

Account Supervisor: Filippo Baldi

Account Manager: Sara Margheritta

Account Executive: Chiara Allievi

Global Head of PR & Communication: Isabella Cecconi

Senior PR Manager: Eleonora Botta

PR Coordinator: Alessia Cornali

Head of Digital Production: Vittorio Cafiero
Chief Strategy Officer: Sol Ghafoor
Groupe Strategy Director: James Moore
Global Data Strategy Director: Ilko Petkov
Data Strategy Director: Andrea Battista
Trend Analyst: Hanna Janasik
Data Translator: Tumay Mavi
Social Media Analyst: Alberto Mura
Junior Digital Ethnographer: Michelle Bonciani
Strategist: Aneta Junkova
Strategist: Thiago Jorge
Communication strategist: Manali Duddalwar
Social Lead: Tatiana Katsai
Chief Production Officer: Francesca Zazzera
Head of Video Production: Anna Sica
TV Producer: Tania Dal Pra
Digital Producer: Mirella Andreoli
Post-Producer: Sabrina Sanfratello
Art Buyer: Caterina Collesano
Production & Print Manager: Daniela Inglieri
Production & Print Manager: Tina Paoella
Digital Producer Supervisor: Simona Caldarini
Digital Art Director: Ariberto Anastasi

Film:

Production company: Pretty Bird
Director: Bradley & Pablo
Producer: Neil Andrews
Head of Production & EP: Fiona Bamford-Phillips
Managing Director: Emily Rudge
Production Manager: Rachael Donson
Director of Photography: Nico Poulsson
Post Supervisor: Phillip Oldham
Production Designer: Will Boyes
Local Service Production: MR Films, Cape Town
MR Films Executive Producer: Earl Redcliffe
MR Head of Production: Kabelo Seane
MR Films Producer: Mel Charrington
Costume Designer: Julie Vojtovics
Casting Director: Thomas Hammond @ Hammond & Cox
DC Editor: Dan Sherwen @ Ten Three

Digital:

Director: Meghan Daniels

Producer: Benedict Turnbull

DOP: Nick Burton-Moore

MR Films Producer: Valentia Fisher

Post production:

Head of Post-Production (Prodigious): Alfredo Beretta

Post-Producer (Prodigious): Camilla Colabona

Editor: Fabrizio Squeo

Editor: Andrea Besana

Editor: Lorenzo Casati

Editor: Antonio Civilini

Editor: Alessandro Maffioletti

Editor: Luca Fornaciari

KVs**LePub**

Head of Art: Andrea Ferlauto

Associate Creative Director: Giuseppe Vescovi

Senior Designer: Fabio Iacomino

Designer & Art Director: Niccolò Campanini

Junior Designer: Marcello Tarro

Production: CANADA

Photographer: Lou Escobar

Executive Producer: Maria Vives

Producer: Laura Lepre

Prod. Coordinator: Silvia Fernández

Product Specialist: Pau Arregui

Lighting Designer: Jaime Salom

Digi Tech: Niels Jansen

Set Designer: Mario Serrano

Stylist: Jill Gattegno

Retouch: Digital Art Studio

Post Production Coordinator: Javier Botella Pérez & Marina M. Campomanes

RDL Worldwide – Hero talent agency

Founder & CEO: Romilda De Luca

VP – Film, TV, & Partnerships: Cassandra Piligian Veltri

VP – Partnership & Events: Valerie De Luca

Production Coordinator: Jordan Johnson

Marketing Coordinator: Grace Swierenga

The Romans – Global PR & Co-ordination

Managing Director: Kate Brazier

Senior Associate Director: Liam O'Brien

Senior Account Director: Sophie Lambert-Russell

Senior Account Manager: Leigh Brian

Creative Director: Dan Roberts

Billion Dollar Boy – Influencer agency

Thomas Walters: Chief Innovation Officer

Piet Southey: Head of Clients

Group Account Director: Sami Westwood

Senior Account Director: James Silverstone

Account Manager: Taylah Lowe-Allen

Executive Global Creative Director: Alex Williamson

Midweight Creative: Jack Donaldson

Global Talent Partnerships Director: Sophie Crowther

Global Director of Business Affairs: Christina Drollas

Global Business and Commercial Affairs Manager: Tom Grahamslaw

PR Director: Laurence James

Sunshine & Sausages – BTL

Partner: Jeroen Huisman

Account Director: Sofia Moreno Coca

Account Director: Rowi Arnold

Creative Director: Diederik Van Kollem

Art Director: Joris Verwiel

Art Director: Siebe Kruize

Art Director: Devon Murray

Dentsu – Media

Global Strategy Partner: Simon Bielby

Global Strategy Director: Elio LaGrua

Global Account Director: Milo Meulenkamp

Europe regional Lead – Heineken: Fagan Hughes
Global Media Strategy & Planning director: Cristel van de Ridder
Global Media Strategy & Planning director: Marie Boucaut
Partnerships Manager: Julie Le Houezec

Boomerang – Amplify team:

Client Service Director: Sebastiaan Poublon
Digital Content Lead: Daria Iakovenko
Executive Digital Producer: Vic Krens
Lead Digital Producer: Nina Visman
Senior Digital Producer: Peirou Li
Post-producer: Yulia Vinchon

Launch Event

Heineken US

Betsy Paynter: Senior Brand Marketing Manager
Joshua Egan: Senior Brand Director
Guilherme de Marchi Retz: Heineken Marketing SVP

LePub

Creative Supervisor: Angela Celano
Creative Supervisor: Matteo Gemelli
VP Executive Producer LePub NY: Courtney Trent

Articulate: US Event Production & PR amplification

Founder: Moira Breslin
Head of Global Partnerships: Tiffany D’Aurizio
Media Manager: Laura Plunkett
Producer: Lauren Bruss
Project Manager: Emma Collins
Project Coordinator: Isabella York
Talent and Influencer Lead: Eva McBride

MBooth: US PR amplification

Senior Account Oversight: Sally Alfis
Head of Influencer: Tom Lorenzo
Corporate Lead: Mike Loughran
Account Lead: Alex Williams
Media Relations Director: Francisco Aguirre
Senior Account Executive: Nicole Fiorillo

Senior Account Executive: Theo Luterman

Influencer Lead: Marcela Ibarra

Influencer Support: Sydney Shea Byalick