

CREDIT LIST: ACCESO PLAYA TECATE

LEPUB

- Bruno Bertelli, CEO & CCO LePub Worldwide.
- Cristiana Boccassini, Global Chief Creative Officer LePub.
- Mihnea Gheorghiu, Global Chief Creative Officer LePub.
- Paola Escalante, Manager Director LePub Mexico City.
- Ricardo Avilés, CCO LePub Mexico City.
- Aldo Ramírez, CCO LePub Mexico City.
- Jessyca López, Account Director LePub Mexico City.
- Brenda Rivas, Account Supervisor LePub Mexico City.
- Marco García, Creative Director LePub Mexico City.
- Juan Pablo Balcazar, Creative Director LePub Mexico City.
- Manuel Barboza Associate Creative Director, LePub Mexico City.
- Uriel Sánchez Cureño, Associate Creative Director LePub Mexico City.
- Juan Carbajal, Kinetic Designer LePub Mexico City.
- Carlos Correa, Chief Strategy Officer LePub Mexico City.
- Carlos León, Director of Strategic Planning LePub Mexico City.
- Fernanda Estrada, Communications Planner LePub Mexico City.
- Iván Tapia, Planning LePub Mexico City.
- Ana Galván, Production LePub Mexico City.

TECATE

- Guillaume Bonaclocha– CEO HEINEKEN MÉXICO
- Marta García – CMO HEINEKEN MÉXICO
- Esteban Velasco – Tecate Brand Director
- Renne Villegas Bertran – Consumer & Marketing Insights Director
- Pablo Alfredo Rada – Media Director
- Nicolás Alvarez – Tecate Brand Manager
- Karen Dávila – Tecate Brand Manager
- Adrián González – Tecate Brand Manager
- Daniela Arizpe – Tecate Jr. Brand Manager
- Abraham Zavala – Tecate Brand Executive
- Fabián Ruiz - Director Comercial Sureste
- Ursula Calderon – Media Manager Tecate
- Alexandra Ahumada – Media Leader Tecate
- Manuel Román Molina – CCO HEINEKEN MÉXICO
- Maria Salazar Ortega – Trade Marketing Director
- David Garza Villarreal – Director Legal HEINEKEN MÉXICO
- Enrique Salas – Legal Manager

- Luis Manuel Chao – Operations Legal Manager
- Francisco Javier Parra – Legal Advertising Coordinator
- Ramiro de Ocampo Godoy – CFO HEINEKEN MÉXICO
- Aaron Rodriguez – Business Comptroller Marketing
- Claudia de la Vega – VP Corporate Affairs HEINEKEN MÉXICO
- Luis Herrerías – Director of Corporate Communication HEINEKEN MÉXICO
- Francisco Huerta Ramírez – External Communication Coordinator
- Sergio Leopoldo Rodriguez Garza – CLO HEINEKEN MÉXICO
- Luis Damas – Technology Manager
- Esmeralda del Rocio Perez – Manager R&D
- Javier Guzmán González – Digital & Transformation Director HEINEKEN MÉXICO
- Ilse González – Product Specialist
- Cristina Mesón – CHRO HEINEKEN MÉXICO

LANDIA

- ROBERT LLAURÓ: DIRECTOR
- THOMAS AMOEDO : MANAGING PARTNER & EP
- MERCEDES GUEREÑO HEAD OF PRODUCTION
- PAOLA CORTÉS : EP
- LUCIANA ABRAMZON: EXECUTIVE CREATIVE PRODUCER
- LEO CALZONI : DoP
- CELESTE ALONSO: PRODUCTION DESIGNER
- MARICARMEN MARENCO : STYLIST
- MERLINA PINTO : AD
- OMAR LUNA “CHICANO” : DIRECTOR UNIDAD B
- CARLOS TELLEZ : DoP UNIDAD B
- DANIEL BALLEZA: EDITOR
- RAMIRO DEL REAL: MUSIC
- LUIS FERNANDO ZERECERO: POST-PRODUCER
- JUAN LUIS REZA: GRADING
- WIPPOST: ONLINE/ FINISHING/ SOUND DESIGN.

FOTO FIJA

- CARO CAMPOBELLO: STILLS PHOTOGRAPHER
- SOFI CINTAS: PRODUCER