

ADC

ADC Switzerland

Jurierung 2025

Auszeichnung Bronze

Kategorie Plakate

Where kids can be kids

Auftraggeber	McDonald's Schweiz
Gesamtverantwortung	Severine Caspard
Agentur	TBWA\ Switzerland AG
Chief Creative Officer	Manuel Wenzel
Creative Direction	Sabrina Brandenburger, Mark Taylor
Text	Martin Stulz
Art Direction	Katharina Binder, Davide Schenker
Account Director	Maryna Pavlichkova
Group Account Director	Marion Schwager
Motion Designer	Nicolao Garcia-Negrello
Producerin	Nathalie Maibach
Director	Gregory Barth
Media	OMD Schweiz, Laura George, Guillaume Mousset, Christina Schumann
Prepress	Noemi Rubera, Toni Rubera
Marketing Manager, Brand & Strategy	Severine Caspard
Executive Producer & Partner	Leonardo Sanfilippo
Marketing Manager Media & Calendar Planning	Inga Roxburgh
Marketing Specialist	Alison Isler
Chief Marketing Officer	David Smadja
Produktion	Shining Film, ViDo Production, ViDo Video