

ADC Switzerland

Jurierung 2024

Auszeichnung Bronze

Kategorie Kampagnen

The Chicken McNugget of Love

Auftraggeber	McDonald's Schweiz
Gesamtverantwortung	David Smadja
Projektleitung	Severine Caspard
Agentur	TBWA\ Switzerland AG
Chief Creative Officer	Manuel Wenzel
Creative Direction	Reto Clement
Text	Mathias Bart
Art Direction	Pedro Velasquez, Mark Levay
Account Director	Maryna Pavilchkova
Group Account Director	Nadja Stickl
Case-Film	TBWA\ViDo
Head of Production	Agnes Meier
Marketing Manager	Severine Caspard
CMO	David Smadja, Jean Guillaume Bertola
Senior Marketing Consultant	Morgane Zillweger
Social Media Director	Michelle Steinauer
Social Media Manager	Margaux Bazarganpour
Communication Manager	Cristina Savastano
Digital Communication Manager	Patricia Merz
Strategie	Lukas Diem
Social Media	TBWA\Buzz
Sound Design	Jingle Jungle
Media	OMD Schweiz
Produktion	Markenfilm Schweiz

Film Regie Harald Zwart
Film Kamera Simon Drescher
Film Producing Florian Studer
Sound/Musik Mokoh Music Berlin
Bildbearbeitung Noemi Rubera, Toni Rubera