ADC Switzerland

Jurierung 2024
Auszeichnung Silber
Kategorie Promotion & Brand Experience

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
Strategie	Lukas Diem
Social Media	TBWA\Buzz
Sound Design	Jingle Jungle
Account Director	Maryna Pavilchkova
Group Account Director	Nadja Stickl
Case-Film	TBWA\ViDo
Head of Production	Agnes Meier
Marketing Manager	Severine Caspard
CMO	Jean Guillaume Bertola, David Smadja
Senior Marketing Consultant	Morgane Zillweger
Social Media Director	Michelle Steinauer
Social Media Manager	Margaux Bazarganpour
Communication Manager	Cristina Savastano
Digital Communication Manager	Patricia Merz
Media	OMD Schweiz
Produktion	Markenfilm Schweiz

ADC

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