ADC Switzerland

Jurierung 2025
Auszeichnung Bronze
Kategorie Promotion & Brand Experience

Deeper Dip Sauce

Auftraggeber	McDonald's Schweiz
Gesamtverantwortung	Severine Caspard
Agentur	TBWA\ Switzerland AG
Chief Creative Officer	Manuel Wenzel
Creative Direction	Reto Clement
Text	Marco Kamber
Art Direction	Mark Levay, Katharina Binder
Strategie	Lukas Diem
Account Director	Maryna Pavlichkova
Group Account Director	Marion Schwager
Head of Production	Agnes Meier
Motion Designer	Fabrice Studer, Nicolao Garcia-Negrello
Producerin	Reha Mandanis
Director	Giger Brothers
Media	OMD Schweiz, Christina Schumann, Laura George, Guillaume Mousset
Prepress	Toni Rubera, Noémi Rubera
Marketing Manager, Brand & Strategy	Severine Caspard
Marketing Director	David Smadja
Senior Marketing Consultant	Morgane Zillweger
Senior Producer	Domenico Catena
Produktion	Stories AG, ViDo Production, ViDo Video