ADC Switzerland

Jurierung 2025
Auszeichnung Silber
Kategorie Creative Effectiveness

Nuggets of Love

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

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Film Kamera	Simon Drescher
Film Producing	Florian Studer
Sound/Musik	Mokoh Music Berlin
Bildbearbeitung	Toni Rubera, Noémi Rubera