

ADC

ADC Switzerland

Jurierung 2026

Auszeichnung Shortlist

Kategorie Social & Creators

How to share politely

Auftraggeber	McDonald's Schweiz
Gesamtverantwortung	Kat Howcroft
Projektleitung	Severine Caspard
Agentur	TBWA\ Switzerland AG
Chief Creative Officer	Manuel Wenzel
Creative Direction	Sabrina Brandenburger, Mark Taylor
Text	Mathias Bart
Art Direction	Davide Schenker
Account Director	Maryna Pavlichkova
Group Account Director	Marion Schwager
Marketing Consultant	Jessica Dumoulin
Marketing Manager	Severine Caspard
CMO	Kat Howcroft
Video Producer	Domenico Catena