

## **Creative Credits**

Client: Heineken

Campaign Title: There's More Behind the Star

Agency: Publicis Worldwide

Agency Location: New York/Italy

Publicis WW ECD on Heineken & CEO Publicis Italy: Bruno Bertelli

Chief Creative Officer, Publicis North America: Andy Bird

EVP, Executive Creative Director Publicis North America: Joe Johnson

Executive Creative Director Publicis Italy: Cristiana Boccassini

Executive Creative Directors Publicis Milan: Luca Cinquepalmi, Marco Venturelli

VP, Creative Director Publicis North America: Jason Gorman

VP, Associate Creative Director/s Publicis North America: Einav Jacobovich, Josh Horn, Cuanan Cronwright,

Associate Creative Director Publicis Italy: Polina Zabrods kaya

Copywriter Publicis Italy: Francesca Vitello

Art Director Publicis Italy: Laura Aondio

SVP, Creative Services Director Publicis North America: Paul Daligan

SVP, Executive Producer Publicis North America: Anthony Garetti

Producer Publicis Italy: Monica Rossi

Associate Producer Publicis North America: Dylan Mizner

Publicis Worldwide Account Director on Heineken: David Pagnoni

EVP, Group Account Director Publicis North America: Kathryn Harvey

Account Director Publicis North America: Shari Lederman

Account Executive Publicis North America: Gabriela Olave

Production Company: Reset Content

Director: Martin Werner

Executive Producer: Jen Beitler

Line Producer: Veronica Madrigal

Foreign Production Company: Twentyfour Seven

Executive Producer: Olga Jabal

Editorial Company: Big Sky Edit

Editor: Chris Franklin

Executive Producer: Cheryl Panek

Producer: Sarah Van Tassel