

CONTRAPUNTO **BBDO**

SPANISH NATIONAL LOTTERY

SPANISH CHRISTMAS LOTTERY CAMPAIGN 2020 TVC “SHARING AS NEVER BEFORE”

COMPANY CLIENT:	LOTERÍAS Y APUESTAS DEL ESTADO
CREATIVE AGENCY:	CONTRAPUNTO BBDO
PRODUCT:	CHRISTMAS LOTTERY (NATIONAL LOTTERY)
CAMPAIGN TITLE:	“SHARING AS NEVER BEFORE”
CLIENTS:	FEDERICO FERNÁNDEZ MARGA MORENO
CHIEF CREATIVE OFFICER:	CARLOS JORGE
CREATIVE DIRECTOR:	GONZALO URRIZA
ART DIRECTOR:	ALBERTO CONTERA
COPYWRITER:	BORJA USANDIZAGA
BRAND DIRECTOR:	PATRICIA MIGUEL
BRAND SUPERVISOR:	EVA RUIZ
BRAND EXECUTIVES:	VALLE MORALES OANA BUDA LYDIA RUIZ-ESPEJO
PRODUCER:	GEMA CRESPO
AGENCY FILM EDITOR:	MARTA PÉREZ-ANTELO
PRODUCTION COMPANY:	AGOSTO
FILM DIRECTOR:	NACHO GAYÁN
EXECUTIVE PRODUCER:	TONI MORENO
DOP:	STEPHANE FONTAINE

CONTRAPUNTO **BBDO**

AUDIO COMPANY:	THE LOBBY
MUSIC COMPOSER:	BANJO
90 SECOND AD TITLE:	NEIGHBOURS
MEDIA AGENCY:	HAVAS
COUNTRY:	SPAIN
LAUNCH DATE:	NOVIEMBRE 12 TH (2020)