



McDonald's | CAMP MCDONALD'S

CLIENT: McDonald's

PROJECT NAME: Camp McDonald's

FORMAT: TVC, OLV, SOCIAL, IN THE BOOTH, RADIO, BANNERS

CLIENT CONTACT: Mary Vrancic (contact her for inclusion of additional McD names if needed)

LAUNCH DATE: 7/5

DURATION OF CAMPAIGN: 7/5-7/31

AGENCY:

W+K NEW YORK

GLOBAL EXECUTIVE CREATIVE DIRECTOR:	Karl Lieberman, Neal Arthur
GROUP CREATIVE DIRECTORS:	Brandon Henderson, Marques Gartrell
COPYWRITER:	Ben Capshaw
ART DIRECTOR:	Jane Kang
DESIGN LEAD:	Liam Hamill
DESIGN LEAD:	James Hughes
JUNIOR DESIGNER:	Xander Opiyo
HEAD OF INTEGRATED PRODUCTION:	Nick Setounski
EXECUTIVE PRODUCERS:	Andy Daulton, Kristen Johnson
SENIOR PRODUCER:	Molly McLafferty
PRODUCTION ASSISTANT:	Kaya Choi
GROUP ACCOUNT DIRECTOR:	Brandon Pracht
ACCOUNT DIRECTOR:	Alex Scaros
MANAGEMENT SUPERVISOR:	Marlee Caine
ACCOUNT SUPERVISOR:	Simran Devidasani
ACCOUNT SUPERVISOR:	Jasmine Williams
ACCOUNT EXECUTIVE:	Fatima Del Barco
ACCOUNT EXECUTIVE:	Jamie Horowitz
PROJECT MANAGER:	Chelsea Thompson
DIRECTOR SOCIAL STRATEGY:	Kaylah Burton
SENIOR SOCIAL STRATEGIST:	Elizabeth Stefan
GROUP COMMS DIRECTOR:	Caleb Smith
COMMS STRATEGIST:	Alaina Toatley
COMMS STRATEGIST:	Eric Uzick
COMMS STRATEGY SUPERVISOR:	Jazo Moises
GROUP STRATEGY DIRECTOR:	Tass Tsitsopoulos
SENIOR STRATEGISTS:	Alysha Kishan, Nick Smatt
DIRECTOR OF BUSINESS AFFAIRS:	Julie Petruzzo
EXECUTIVE BUSINESS AFFAIRS:	Anna Beth Nagel
SENIOR BUSINESS AFFAIRS:	Sarah Giarrappa
BUSINESS AFFAIRS:	Ronald Brown
DIRECTOR OF CREATIVE SERVICES:	Chris Whalley
PRODUCER:	Sophie Turk
PRODUCER:	Leigh Ann Dykes
PRODUCER:	Nikola Caruso
STUDIO:	Jill Kearton, Nate Dalessandro, Ren Tarpley, Steve Quint



HEAD OF RETOUCHING: Chris McClelland
RETOUCHING: Kevin Walker, Elizabeth Riley, Gabriela Ponce, Jesse Corinella
HEAD OF TRAFFIC: Sonia Bisono
TRAFFIC: Sharon Whiteside, Laura Guerro
BODEGA ACCOUNT: Chris Martin
BODEGA HEAD OF CONTENT: Mike Vitiello
COMMUNITY MANAGER: Jade Smith

PRODUCTION COMPANY:

AMMOLITE STUDIOS

DIRECTOR: Emil Nava
MANAGING DIRECTOR/EXECUTIVE PRODUCER: Kirsten Arongino
HEAD OF PRODUCTION: Ali Goldstone
LINE PRODUCER: Gonul Aldogan
SOCIAL MEDIA DIRECTOR: Chloe Hughes
CREATIVE DIRECTOR: Rachel Treliving
PHOTOGRAPHER: Tyler Borchardt
DIRECTOR OF PHOTOGRAPHY: Santiago Gonzalez
PRODUCTION DESIGNER: Rika Nakanishi

ANIMATION COMPANY:

BLINKINK

TVC

DIRECTOR: Jack Brown
EXECUTIVE PRODUCER: Josef Byrne
HEAD OF PRODUCTION: Alex Halley
PRODUCER: Rebecca Little
PRODUCTION MANAGER: Molly Turner

STORYBOARDS: Mysie Pereira
BOARDOMATIC: James Littlemore
BACKGROUND DESIGNER: Mason London
BACKGROUND DESIGNER: Guy Feild
BACKGROUND DESIGNER: Tiago Calliari
BACKGROUND DESIGNER: Joy Lee
BACKGROUND DESIGNER: James Neilson
CHARACTER DESIGNER: Jack Brown
CHARACTER DESIGNER: Ditte Wad
CHARACTER DESIGNER: Elio Moavero

2D LEAD ANIMATOR: Reg Isaac
2D ANIMATOR: Tugrul Tiryaki
2D ANIMATOR: Nikunj Patel
2D ANIMATOR: Harry Slinger-Thompson
2D ANIMATOR: Billy Mpetha
2D ANIMATOR: Yagizhan Misirli
2D ANIMATOR: Marc Vallspla
2D ANIMATOR: Laura Cobo
2D ANIMATOR: Bob Wolkers
2D ANIMATOR: Jack Zhang



2D ANIMATOR:
2D FX:

Jac Clinch
Erwin Rieffel

CLEAN UP SUPERVISOR:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:
2D CLEANUP:

Kat Michaelides
Saffron Mackie
Angeline de Silva
Sameera Joshi
Jack Zhang
Lydia Reid
Andreia Serrano
Simona Mehandzhieva
Reed Wiles
Amix Film

LEAD COMPOSITOR & VFX SUPERVISOR:
AFX COMP:
AFX COMP:
AFX COMP:
AFX COMP:
AFX COMP:
CG:

Corinne Ladeinde
John Taylor
Rory Wauldby-Tolley
Tim Merchant
Lina Larson
Lisander Qorri
Saurus

IN THE BOOTH + SOCIAL

DIRECTOR:
PRODUCER:
PRODUCER:
DESIGNER:
DESIGNER:
DESIGNER:
2D ANIMATOR (In The Booth):
AFX COMP:
AFX COMP:
AFX COMP:
AFX COMP:
CG:

Jack Brown
Leah Draws
Eve Somerville
Guy Feild
Alessandra Mantura
Mysie Pereira
Ed Roberts
Lina Larson
Rory Wauldby-Tolley
Gok Gursoy
Kooch Chung
Furry Tail Dragon

EDITORIAL COMPANY:

EDITOR:
SOCIAL EDITOR:
SOCIAL EDITOR:
EXECUTIVE PRODUCER:
HEAD OF PRODUCTION:
POST PRODUCER:

COSMO STREET EDITORIAL

Chancler Haynes
Edward Schroer
Rich Gonzalez
Yvette Cobarrubias
Anne Lai
Jennifer Helm

VFX COMPANY:

CREATIVE DIRECTOR:
2D LEADS:

THE MILL NY

Jimmy Bullard
Betty Cameron, Jeff Robins, Heather Keister, Matt McDonald, Burtis Scott, Tara Holland, Taylor Feld, Andre Vidal



2D ASSISTANTS:

Noah Catan, Michael Almadovar, Varshini Naveen Kumar, Hailey Akashian, Nick Pfister, Katelyn Morancie, Adam Deutsch

PRODUCTION COORDINATORS:

Coulter DeSimone, Seb le Coz

SENIOR EXECUTIVE PRODUCER:

Clairellen Wallin

EXECUTIVE PRODUCER:

Mandy Harris

PRODUCER:

Ija Ochoa

PRODUCER:

Kyra Hendricks

TELECINE COMPANY:

RARE MEDIUM

COLORIST:

Mikey Rossiter

COLORIST:

Fergus McCall

EXECUTIVE PRODUCER:

Heath Raymond

AUDIO POST COMPANY:

HEARD CITY

SOUND DESIGNER:

Mike Vitacco

MIXERS:

Mike Vitacco, Seth Phillips, Evan Mangiamele

ASSISTANT MIXERS:

Ronnie Stapleton, Seth Brogdon, Virginia Wright, Zoltan Monori, Chenoa Tarin

EXECUTIVE PRODUCERS:

Sasha Awn & Jackie James

SENIOR PRODUCER:

Liana Rosenberg

PRODUCER:

Nick Duvarney

ASSISTANT PRODUCER:

Dylan Stetson

MOTION GRAPHICS:

THE END

AFTER EFFECTS ANIMATOR:

Mikel Monleon

GFX PRODUCER:

Will Hoshida

MUSIC COMPANY:

WALKER

PHOTOGRAPHY/STILLS PRODUCTION:

W+K NEW YORK

PHOTOGRAPHER:

Kristin Gladney