

CREDITS

Agency: OGILVY BRAZIL

Client: THE COCA-COLA COMPANY (BRAZIL)

Chief Creative Officer: SERGIO MUGNAINI

Managing Director: ALESSANDRA DAL BIANCO

Head of Creative: RUBENS CASANOVA

Associate Creative Director: ALEXANDER DAVIDSON (BIG)

Art Director: THYAGO NEVES

Art Director: PEDRO MINARI

Art Director: CAIO ALMEIDA

Art Director: ARIEL SARAIVA

Copywriter: TALÍ SZTOKBANT

Copywriter: JOÃO SOARES

Copywriter: GUSTAVO NASSAR

Chief Strategy Officer: THAÍS FRAZÃO

Head of Strategy: DANIEL MARQUES

Strategy Manager: LEONARDO LEITE

Account Director: MIRELLA BENINI

Account Supervisor: NICOLE DORGAM

Production Director: FABÍOLA THOMAL

Producer: HELIO RANIERI

Public Relations: RAPHAELA BRITO

CLIENT: COCA-COLA (BRAZIL)

CIC Operations Director (LATAM): TATIANA MICHELAN

CIC Consumer Engagement Sr. Manager (LATAM): CAROLINA TRUEBA

Chatbot Coordinator: ANDRÉ CARVALHO

Manager Digital Commerce Food Delivery: VICTOR CANESIN

Digital Marketing Manager: MELINA AGUIAR

Sr. Manager E-Commerce: GABRIEL MENEZES

Jr. Marketing Manager: FELIPE PINTO

Sr. Marketing Manager: MARIANA DAVID

Production Company: TAKE BLIP

Head of Marketing: FRANCINE ROSSET

Managed Account Marketing Manager: NATHALIA OLIVEIRA

Machine Learning Specialist & Team Leader: JOÃO PAULO REIS ALVARENGA

Machine Learning Specialist: FERNANDO TORRES BERNARDO

Data Scientist: AMANDA DA SILVA OLIVEIRA

Machine Learning Analyst: ALAN SOUZA SANTANDREA

Research & Innovation Director: MILTON STILPEN

Key Account Manager: VANESSA GOMES

Key Account Manager: JONATAS AREDES

Production Company: SAILOR STUDIO

Director: LUIS GUILHERME CHAGAS

Executive Producer: LUCCAS OLIVEIRA

Executive Producer & Animation Director: GUSTAVO "GGA" ALMEIDA

Product Director: LETÍCIA CACACE

Producer: GABRIELA VARELA

Producer: FERNANDA FERNANDES

Account Manager: GUSTAVO VELOSO

Post-Production Coordinator: RAFAEL MATHEUS

Post-Production Coordinator: LUIZ ALEJANDRE "RYAN"

Editor: NILDO FERREIRA

Editor: GUILHERME MICSIK

Motion Designer: VITOR MENDES

Motion Designer: JOÃO MATEUS

Director of Photography: IAN LEITE

1st Assistant Camera: MARINA ROSSI LOCABON

Sound Mixer: CÉSAR ANTUNHA

Production Company: A-GANDAIA

Executive Producer & Musical Director: PEDRO TURRA

Account Coordinator: SAMIRA TORTELLI

Sound Designer & Musical Producer: FABIO MANCUSO

Voice-over: AMY GOLEMBESKI