



**New Nespresso "Comin' Home" U.S. Advertising Campaign
Fast Facts**

Location of Shoot

Los Angeles, California

Duration of Shoot

3 days

Main Actors

George Clooney, Andy Garcia

Integrated Film Clips

The Muppets Movie (Disney)

Smokey and the Bandit (UNIVERSAL)

Psycho (UNIVERSAL)

Planes, Trains and Automobiles (PARAMOUNT)

Easy Rider (SONY)

Seabiscuit (UNIVERSAL)

Music

"Comin' Home, Baby" – Mel Torme

Campaign Strategy

Davide Moro, Vice President of Marketing, Nespresso USA

Production Co.

Untitled

Director

Grant Heslov

Post Production/ Effects

Big Sky Edit

Framestore

Agencies

McCann for advertising, Weber Shandwick for PR, 360i for digital and social, MetaVision Media for media



Backstage Photography

Rainer Hosch

Formats

Main TVC 30-second and 60-second

Air timings

April 26th

60-second ad premiering on ABC's Black-ish

Microsite

www.acupabove.com

Number of Nespresso TV commercials with Brand Ambassador George Clooney

This is the 2nd U.S. TV commercial for George and the 11th TV commercial internationally

Co-stars featured in campaigns to date

The saga has featured a number of co-stars, these have included:

Andy Garcia (2017) – U.S.

Ian McShane (2016) – international

Danny DeVito (2015) – U.S.

Jack Black (2015) - international

Jean Dujardin (2014) – international

Matt Damon (2013) – international

John Malkovich (2009 & 2010) – international

Commercials

2006 – The Boutique

2007 – George Who?

2008 – The last capsule

2009 – The Piano w/ John Malkovich

2010 – Taxi w/ John Malkovich

2011 – The swap

2012 – Like a star

2013 – In the name of pleasure w/ Matt Damon

2014 – How Far? w/ Jean Dujardin

2015 – Epiphany w/ Jack Black

2015 – Experience a cup above w/ Danny DeVito (U.S.)

2016 – Change Nothing/ Ian McShane

2017 – Comin' Home w/ Andy Garcia (U.S.)