**Agency: McKinney**

**Client: Ad Council, Brady**

**Campaign: No Extra Life – End Family Fire**

Chief Creative Officer: Jonathan Cude

Group Creative Director: Alex Shulhafer, Jenny Nicholson

ACD/Art Director: Tyler Wriston (Print/Radio)

ACD/Copywriter:  Robert George (Print/Radio)

Art Director: Jade Song

Copywriter: Chase Condrone

Account Supervisor: Melanie Wallace

Account Manager: Jaclyn Campbell

Project Manager: Elide Marks

Group Strategy Director: CJ Franzitta

Director, Data Strategy: Brian LoPiccolo

Data Strategist: Brianna Calderon-Roman

Executive Broadcast Producer: Naomi Newman

Associate Broadcast Producer: Taylor Osborne

Print Producer: Carolyn Petty

Integrated Producer: Kara O’Halloran

Digital Producer: Maggie Baker

Developer: Will Knowles

Digital Generalist: Alec Kunkel

**Zoic Studios**

Director: Chris Jones

Creative Director: Julien Brami

Executive Producer: Jason Cohon

Senior Producer: Sabrina Harrison

Associate Producer: Ivan Barahona

CG Supervisor: Christina Murguia

Compositing Supervisor: Andrew Bardusk

Lead Animator: Dave Funston

Previs: Delano Athias

Layout Artist: Laura Cosner

Model/Texture: Shamus McGlynn, Renato Eiras

Senior Lighter: Bill Spradlin

Lighters: Pascal Polic, Peter Scott

**Trailblazer Studios**   
Senior Engineer, Sound Designer-Director of Audio Post: Willie Elias, CAS

**Antonio De Lucci Studio**

Photography: Antonio De Lucci