



CREDITS:

Ad Agency: Goodby, Silverstein & Partners
Title of Creative Work: I Am a Witness
Live Date: 10/22/15

Client: The Advertising Council

President + CEO: Lisa Sherman
SVP, Group Campaign Director: Heidi Arthur
VP, Campaign Director: Deborah Leiter
Campaign Director: Hannah Blatt

Partner: Adobe

CMO: Ann Lewnes
Principal Marketing Manager: Megan Dale

Creative

Co-Chairman, Partner: Rich Silverstein
Creative Director: Will Elliott
Creative Director: Patrick Knowlton
Art Director: Hanna Wittmark
Copywriter: Kate Baynham
Sr. Designer: Angie Elko

Account Services

Managing Partner: Robert Riccardi
Account Director: Cassi Norman

Brand and Communication Strategy

Director of Brand Strategy: Bonnie Wan
Sr. Communication Strategist: Victoria Barbatelli
Communication Strategist: Devon Lynch

Business Affairs

Business Affairs Manager: Heidi Killeen

Production

Integrated Producer: Benton Roman
Director of Content Production: Todd Puckett
Technology Director: Mike Kellogg
User Experience Manager: Patrick Wong



CREDITS CONT:

Production and Interactive Company

Company Name: Moonbot Studios

Director: Limbert Fabian

Co-Director: Jake Wyatt

Executive Producers: Lampton Enochs, Trish Farnsworth-Smith, Brandon Oldenburg

Producers: Sullivan Parker, Wendell Riley

Production Coordinator: Carrie Watts

Editor: Calvin O'Neal Jr.

Lead Artist: Kenny Callicutt

Production Art: Renee Bates, James Cassettari

Animation Supervisor: Jake Wyatt

Animators: Renee Bates, Jason Behr, Beavan Blocker, Kenny Callicutt, James Cassettari, John Durbin, Kendra Phillips, Andrew Stovesand, David Wilson

Animation Cleanup: J.D. Gardner, Justin Holt, Gordon Pinkerton, Kaleb Rice

Lead Developer: Heather Shrewsbury

Developer: John Cannon

UI Developer: LaShea Brittain

CG Supervisor: Megan Deane

Compositors: Megan Deane, J.D. Gardner, Justin Holt, Thomas J. Moore, Gordon Pinkerton, Kaleb Rice, Russell Smith

Pipeline Supervisor: Brennan Chapman

Pipeline: Craig Barnett

Chief Technical Officer: Bohdon Sayre

Production Assistant: Elena Hibbs

Editorial Assistants: James M. Cook, Carrie Watts

Music

Company Name: Mutato Muzika

Composer: Mark Mothersbaugh

Arrangement: Raymond Plaza

Executive Producer: Natalie P. Montgomery

Sound Design

Company Name: Stimmung

Sound Designer: Gus Coven

Mix

Company Name: One Union

Mixer: Joaby Deal

:30 Trailer:

Company Name: E-Level

Editor: Graham Wilcox

Musical Arrangement: Nick DeMatteo

Motion Graphics Director: Mike Landry

2D Animator: Chad Ford