



New Nespresso “Experience a cup above” U.S. Brand Campaign Fast Facts

Location of Shoot

Los Angeles, California

Duration of Shoot

3 days

Main Actors

George Clooney, Danny DeVito

Supporting Actors

Ethan Cohn (Court Jester)
Helena Mattsson (Chipmunk)
Bill Parks (Moose)
Kelly Beckett (Hipster)
Banks Boutte (Hipster)
Zach Chilson (Hipster)
Braeden Marcott (Pinnacle)
Toshi Toda (Sushi Chef)
Gemma Marin (Tango dancer)
Anna Bilic (Art gallery woman)

Campaign Strategy

Davide Moro, Vice President of Marketing, Nespresso USA

Production

Untitled

Director

Grant Heslov

Agencies

McCann for advertising, Weber Shandwick for PR, Deep Focus for digital & social, MetaVision Media for media

Photographer Print Campaign

Sam Jones

Backstage Photography

Rainer Hosch

Formats

Main TVC 30-second and 60-second

Air timings

November 2nd

60-second ad premiering on Monday Night Football (ESPN); airing on late night programs (Colbert (CBS), Kimmel (ABC), Fallon (NBC))



Microsite

www.acupabove.com

Number of Nespresso TV commercials with brand ambassador George Clooney

This is the 1st U.S. TV commercial for George and the 10th TV commercial internationally.

Co-stars Featured In Campaigns To Date

This is the 1st U.S. commercial for George and the 10th TV commercial internationally. During this time the saga has featured a number of co-stars, these have included:

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.)