

Agency: Casanova Pendrill

Client: National Highway Traffic Safety Administration/Ad Council

Chief Creative Officer: Elias Weinstock

Creative Director: Patricio Luna, Fernando Poblete

Art director: Daniel Vicente, Andrés Munera

Copywriter: Josue Mendoza, Santiago Rivillas

Broadcast Producer: Manuel Carvajal

Print Producer: Flor Castañeda

Photographer: Mauricio Candela

Account Supervisor: Maritza Rodriguez