



CREDITS

Title: Hot Rope

Client / Product: Original Penguin / Original Penguin Jacket

Medium: Digital

Agency: la comunidad

City / Country: Miami, USA

Executive Creative Directors: Jose Molla, Joaquin Molla

Creative Director: Rodrigo Butori and Ramiro Raposo

Copywriter: Jane Cronk, Kathy Hepinstall, João Caetano Brasil

Art Director: Chelsea Cumings, Peele Lemos

Head of Production: Laurie Malaga

Producer: Mercy Leonard

Photo Artist: Massimo Leone

Account Supervisor: Christina Sibilio, Maria Van Thienen

Production Co.: All Day Everyday

Director: Jake Sumner

Director of Photography: Eli Born

Executive Producer/Producer: Lucy Cooper/Jett Steiger

Post Production: Union Editorial

Editor & Company: Mike Colao and Union Editorial

Senior Producer: Jen Hargreaves

Music and Sound: The Lodge

Composer: Damian Sims

Sound Mixer: John Northcraft

Creative Directors: Erich Hillebrecht, Colin Thibadeau

Air Date: 10.5.11