

# creative credits

INFORMATION

Wieden  
Kennedy<sup>+</sup>

## TV SPOT - "The Gift My Mom Gave Me"

CLIENT	Procter & Gamble
PROJECT NAME	Eunice and Maria Shriver: The Gift My Mom Gave Me
FORMAT	3:52
CLIENT CONTACT	Janet Fletcher
LAUNCH DATE	May 3, 2013

### W+K PORTLAND

Creative Directors	Kevin Jones / Jeff Gillette
Creative	Sally DeSipio
Senior Agency Producers	Sally DeSipio
Account Team	Eric Gabrielson / Suzy Hart
Business Affairs	Dusty Slowik
Executive Creative Directors	Joe Staples / Susan Hoffman

### PRODUCTION

Production Company	Snackaholic
Director	Ted Skillman
Executive Producer	Ted Skillman
Line Producer	Ted Skillman
Director of Photography	Dagmar Weaver-Madsen
Associate Producer	Clint Kenley
Production Manager	David Rogers

### EDITORIAL

Editorial Company	Joint Editorial
Editor	Justin Lowe
Post Executive Producer	Patty Brebner
Post Producer	Shelli Jury
Assistant Editor	

### TELECINE

Telecine Company	N/A
Colorist	David Jahns

### MUSIC

Composer	N/A
Song	Needle Drop Library music

### SOUND DESIGN

Sound Design Company	Joint Editorial
Sound Designers	Justin Lowe

### MIX

Mix Company	Joint Editorial
Mixer	Charlie Keating