



The GRANDY Award and the \$50,000



"Believe" for Xbox

Title: "Believe"

Agency: McCann Erickson

City: San Francisco

Agency: T.A.G., San Francisco

Advertiser: Microsoft

Brand Name: Xbox

Country of Production: United States

Type: Case Study

Length: 60 seconds

Creative Directors: Scott Duchon, Geoff Edwards, John Patroulis

Art Directors: Nate Able, Tim Stier, Ben Wolan, Nathalie Turton, Erin Wendel, Sean Davison

Writers: Mat Bunnell, Rick Herrera, Danielle Emery, Lauren McCrindle

Account Manager: Chris McDonald

Agency Producers: Hannah Murray, Vince Genovese

Producers: David Zander, Lisa Rich, Marcia Deliberto, Gary Rose

Directors: Rupert Sanders, Simon McQuoid

Editors: Andrea McArthur, Matt Murphy, Dick Gordon, Connor McDonald

Special Effects: Method, RIOT

Production Companies: MJZ, Go Film, T.A.G.

Music: Stimmung

Recording Studio: Lime Studios

Cinematographers: Chris Soos, Antonio Calvache

Strategy Director: Mike Harris

Interactive Creative Directors: Rei Inamoto, John Jakubowski

Interactive Associate Creative Director: Thiago Xanato Tripodi

Interactive Creative Lead: Hou Jomehri

Interactive Art Director: Kevin Hsieh

Interactive Copywriters: Joel Kaplan, Keith Hoster

Interactive Producers: Nancy Cardillo, Larry Ewing

Editorial: Rock Paper Scissors, Spot Welders NYC, Filmcore SF

Line Producers: Laurie Boccaccio, Jon Davison

Miniature Landscape: New Deal Studios

Figurines: Stan Winston Studios





Line Producers: Laurie Boccaccio, Jon Davison

Photo Exhibit Creative Directors: Cameron Mitchell, Elliot Harris

