

creative credits

INFORMATION

Wieden
Kennedy⁺

INTERACTIVE + VIRAL VIDEO

CLIENT	Old Spice
PROJECT NAME	Old Spice "Smell Like a Man, Man" Video Comments
CONTENT TYPE	Interactive
CLIENT CONTACT	Shanan Sabin / James Moorhead
LAUNCH DATE	7/12/10
DURATION OF CAMPAIGN	3 days (7/12/10, 7/13/10, 7/14/10)
URL	http://youtube.com/oldspice & http://twitter.com/oldspice

W+K PORTLAND

Creative Directors	Eric Baldwin / Jason Bagley
Copywriters	Eric Kallman / Craig Allen / Jason Bagley / Eric Baldwin
Art Directors	Craig Allen / Eric Kallman / Eric Baldwin / Jason Bagley
Interactive Producer	Ann-Marie Harbour
Account Team	Diana Gonzalez
Executive Creative Directors	Mark Fitzloff / Susan Hoffman
Global Interactive Creative Director	Iain Tait
Developer	Trent Johnson / John Cohoon
Digital Strategy/ Community Manager	Dean McBeth
Digital Strategy	Josh Millrod
Director of Interactive Production	Cheryl Nordin
Interactive Studio Artist	Matthew Carrol

PRODUCTION COMPANY

Production Company	Don't Act Big
Executive Producer	Emily Fincher
Line Producer	Bernadette Spear

EDITORIAL

Editorial Company	Kamp Grizzly
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TALENT

The Old Spice Guy	Isaiah Mustafa
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