



PRESS RELEASE

The invitation



In order to strengthen Heineken global campaign about moderation and moderate drinkers, Publicis Brasil created the film *The Invitation*, which presents the Heroes of the Night, men and women who drink moderately and save the night. Totally recorded in the country and produced by Partizan Brazil, the film was created by Guto Kono and Samuel Normando under creative direction of Hugo Rodrigues, Kevin Zung and Sandro Rosa. Julien+Adrien are the film directors.

Check it out here: <http://bit.ly/theinvitationenglishversion>

CREDITS

Client: Heineken

Product: Heineken

Agency: Publicis Brazil

Title: *The Invitation*

Creative Directors: Hugo Rodrigues, Kevin Zung, Sandro Rosa

Art Director: Guto Kono

Copywriter: Samuel Normando



publicis

BRASIL

Account: Danilo Ken, Daniel Batista and Marina Roge

Strategy: Eduardo Lorenzi, Alexandra Varassin and Leonardo Andrade

Media: Gracieli Beraldi, Giuliana Barletta, Felipe Arruda, Fernanda Rubião

Producers: Tato Bono and João F. Saddock

Production companies: Partizan Brasil and Santa Transmedia

Executive Producer: Douglas Costa

Film Direction: Julien+Adrien and Gustavo Rodrigues

Photography Director: Juliano Lopes

Post-Production and Finilizing: Mosh Studios

Audio Production: Lucha Libre

Client's Approval: Daniela Cachich, Bernardo Spielmann, Renata Silva and Priscila Fins

PRESS AND CORPORATE COMMUNICATIONS ADVISOR / PUBLICIS BRASIL	
Paula Ganem paula.ganem@publicis.com.br	(+55 11) 4560-9040 (+55 11) 97027-7599
Juliana Lima juliana.lima@publicis.com.br	(+55 11) 4560-9041