

BEVERAGES - ALCOHOLIC

Entrant: Ammirati Puris, Toronto

Labatt Blue Beer - "Complaint"

Creative Director: Doug Robinson

Copywriter: Hayes Steinberg

Agency Producer: Marion Bern

Production Company/Recording Studio:

Pirate Radio and Television, Toronto

Director: Terry O'Reilly

Entrant: DDB Chicago, Chicago

Bud Light - Heroes - "Mr. Hawaiian Shirt Pattern

Designer"

Group Creative Director: John Immesoete

Creative Directors: Bill Cimino/Mark Gross

Copywriters: John Immesoete/Bill Cimino/Mark Gross/

Barry Burdiak/Bob Winter/Pat Burke/Kitty Schultz

Agency Producer: Sam Pillsbury

Recording Studio: Chicago Recording Company, Chicago

Audio Engineer: Dave Gerbosi

Music Production Company: Scandal Music, Chicago

Music Composers: Sandy Torano/Sam Struyk

Singer: David W. Bickler

Announcer: Pete Stacker

Entrant: DDB Chicago, Chicago

Bud Light - Heroes - "Mr. Putt Putt Golf Course
Designer"

Group Creative Director: John Immesoete

Creative Directors: Bill Cimino/Mark Gross

Copywriters: John Immesoete/Bill Cimino/Mark Gross/

Barry Burdiak/Bob Winter/Pat Burke/Kitty Schultz

Agency Producer: Sam Pillsbury

Recording Studio: Chicago Recording Company, Chicago

Audio Engineer: Dave Gerbosi

Music Production Company: Scandal Music, Chicago

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