



NEW WORK BRIEF

November 4, 2009

Contact: Theresa Dunn
(804) 698-8314

Client: Walmart
Client location: Bentonville, AR
Topic: Christmas Anthem- Thank You to Troops
First Run Date: November 4, 2009 (during World Series Game 6)
Medium(s): TV, online
Ad Name(s): Anthem Christmas Wish

Credits:

Creative Director: Nancy Hannon
ACD/Copywriter: Wade Alger
Senior Art Director: Kevin Thoem
Strategic Planner: Katherine Wintsch
EVP/Account Director: Brad Armstrong
Senior Account Executive: Katherine Cabell
Agency Broadcast Executive Producer: John McAdorey
Agency Assistant Producer: Katie Chirgotis
Project Manager: Jodie Ballard
Production Company: Anonymous Content, 3532 Hayden Ave, Culver City, CA 90232

Director: Andrew Douglas
Director of Photography: Flor Collins
Executive Producer: Dave Morrison
Producer: Aris McGarry
Where were the spots shot?: Mystery Mesa / Santa Clarita, CA
Editorial Company: Beast Editorial, New York, NY
Editor: Michael Elliot
Assistant Editor(s): Joe Rounseville
Post Facility: The Mill
Online Editor: Dan Williams
Colorist: Fergus McCall
Visual Effects Company: The Mill, New York, NY
Visual Effects Artists: Gavin Wellsman
Visual Effects Producer: Dan Roberts
Audio Post Company: Sound Lounge
Engineer: Phillip Loeb
Mixer: Phillip Loeb
Music: Human
Sound Design Company: Sound Lounge, New York, NY
Sound Designer: Phillip Loeb

Principal Actors in spot:

Sadie Stratton / MOM
Eric Nenninger / Hero Soldier-DAD
Charlie Simmons / SON
Elimu Nelson / 2nd Soldier-BAKER
Kinsey McLean / 3rd Soldier
Manny Montana / 4th Soldier
John Bentley / 5th Soldier
Al Hodek / Santa
Erin Way / Santa's Helper
William J Shockley

Voiceover talent:

The Martin Agency welcomes reporters to interview any member of the team that created this advertising. In many cases, our clients may also be available for comment. Please call Theresa Dunn at (804) 698-8314 to schedule interviews.