**SPORT17: “CREATE POSITIVITY” FACT SHEET**

**Campaign Info**

Campaign: Sport 17

Company: adidas

Length: :30, :75

Spot: “[Create Positivity](https://www.youtube.com/watch?v=Vj6meQG6JmY&feature=youtu.be)”

Agency: 72andSunny

**adidas**

Global VP, Global Brand Communications: Ryan Morlan

Senior Director, Global Brand Communications and Media: Lia Stierwalt

Director, Global Brand Communications: Kate Boltin

Director, Creative Shoot and Production: Kristin Mellqvist

Senior Manager, Creative Shoot and Production: Meagen Moore

**Featured in the Campaign**

Philadelphia 76ers Player – Joel Embiid

Dallas Cowboys Player - Dak Prescott

Houston Texans Player - DeAndre Hopkins

Chicago Cubs Player - Kris Bryant

Houston Astros Player - Carlos Correa

Los Angeles Player - Candace Parker

LA Galaxy Player - Robbie Rogers

Kansas Basketball Coach – Bill Self

“Surfin’” – track by Kid Cudi

**Agency Credits: 72andSunny**

Chief Co-Chairman / Founder: Glenn Cole

Executive Creative Director: Stuart Harkness

Group Creative Director: Frank Hahn

Creative Director // Writer: Josh Braithwaite

Creative Director // Designer: Ben Hodgin

Writer: Tyree Harris

Designer: Kwaku Beke

Chief Production Officer: Tom Dunlap

Executive Film Producer: Jim Haight

Senior Film Producer: Lindsey Wood

Junior Film Producer: Skyler Courter

Managing Director: Nic Owen

Group Brand Director: James Stephens

Group Brand Director: Bassam Abdel-Rahman

Brand Director: Audrey Huber

Senior Brand Manager: Jessica Brewer

Brand Coordinator: Brittany Allen

Partnerships and Legal Director: Kallie Halbach

Partnerships and Legal Manager: Amy Sharma

Partnerships and Legal Coordinator: Tempest Johnson

Strategy Director: Heather Lewis

**Production Company Credits: Imperial Woodpecker**

Director: Stuart McIntyre

Executive Producer: Charlie Cocuzza

Producer: Kristin Porter

DP: Franz Lutstig

Production Designer: Brian Branstetter

**Editorial Credits: Cut & Run**

Editors: Sam Ostrove

Social Content Editor: Sam Ostrove + Tim Sekiguchi

Assistant Editor: Tim Sekiguchi

Producer: Jared Thomas

**Color: MPC**

Colorist: Ricky Gausis

Executive Producer: Meghan Lang

Producer: Jamie Loudon

**Finishing Credits: MPC**

Lead Flame Artist: Jan Cilliers

Executive Producer: Lexi Stearn

Producer: Jamie Loudon

**Record / Mix Credits: Lime**

Mixer: Rohan Young

Assistant Mixer: Ben Tomastik

Executive Producer: Susie Boyajan

**Sound Design Credits: LSD**

Sound Designer: Michael Anastasi

Executive Producer: Susie Boyajan

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