



## Bavaria Beer: Drop

The spot tells the tale of a single drop of water making its way from one of the purest wells in the world to a tap of Bavaria Beer. On its journey, our little drop faces myriad challenges, trying to remain pure amidst tough terrain and bad weather, before it can be mixed with hops and wheat. He even experiences a very close call with a predatory spider. No spoilers here, though; you have to watch the spot to find out how our valiant hero's journey ends.

Advertising Agency: Selmore, USA

Art Director: Jarr Geerligs

Copywriter: Kim Triesscheijn

Account: Olivier Koning, Floor Schroeiers

Client: Marco van Bilsen, Frenkel Denie, Peer Swinkels, Mathieu Veldhuijzen

VFX: Eight VFX

VFX EP: Baptiste Andrieux

VFX Supervisor: Vania Alban-Zapata

AD, Shoot Supervision and Matte Painting: Yann Mallard

Compositors: Nicolas Cadorette Vigneau, Jean-Marc Demmer, MC

Animators: Freddy Burgos, Chien-I Kao

CG Artists: Giancarlo Lari, Shuichi Nakamara, Mathias Jourdes, Raphael Protti

Digital Integration: Yannick Leblanc

Roto Artists: Marianne Magne, Joe Chiao

VFX Producer: Marsi Frey

Production: Bonkers

Director: Matthijs van Heijningen

Executive Producer: Saskia Kok

Producer: Daan Hofman

Sound: FC Walvisch

Music: Massive Music

Post Production: HecticElectric, MacGyver

Editor: Jono Griffith, Michael Horvers

## *Comments*



*38 pencils*

[ACreativeSpirit](#) | Sun, 2009-11-22 05:19

love the ending



*7615 pencils*

[sirvan](#) | Sun, 2009-11-22 11:02

Awesome.

+++

"I love everything"



*394 pencils*

[munirgee](#) | Sun, 2009-11-22 14:15

Great Work !

M Munir Bhatti

<http://twitter.com/munirgee>

<http://facebook.com/munirgee>

<http://www.xperts.net.pk>



*100 pencils*

[szkwadrat](#) | Sun, 2009-11-22 14:35

great concept and fantastic final!



*835 pencils*

[satrianee](#) | Mon, 2009-11-23 02:31

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Great story... Well said. Sorry for the pure (poor) drop tough.



*949 pencils*

[www.jackmancer.com](http://www.jackmancer.com) | Mon, 2009-11-23 07:43

Heh, typical beer humor, well done



*15 pencils*

[marranoman](#) | Mon, 2009-11-23 08:45

joajoa, i love this endings, good ad, good idea, good art



*11 pencils*

[Fran821](#) | Mon, 2009-11-23 09:23

Good ad, like this: <http://www.youtube.com/watch?v=97Oaqb0JEq4>



*909 pencils*

[Prof](#) | Mon, 2009-11-23 09:52

bavaria = german

why do they speak dutch at the end?

or is it a dutch brand oO

Quite really.



*196 pencils*

[Brain-art](#) | Tue, 2009-11-24 09:04

Nice Art Direction

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*111 pencils*

[petimadmoiselle](#) | Thu, 2009-11-26 00:08

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LOL! Aww that poor unsuspecting water droplet.