


BAVARIA: THE DROP
A DROPPING
VIDEOPEDIA

Bavaria: The Drop



0:21 / 1:00

A drop's journey

This spot from Selmore Amsterdam, showing the journey of a drop of water from glacier to beer tap, touts Bavaria Beer's usage of mineral water.

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Full Credits

Agency: **Selmore, Amsterdam**

Client: **Bavaria**

Creative Director: **Jarr Geeligs**

Agency Producer: **Patrick Helemans**

Production Company: **Bonkers**

Producer: **Saskia Kok**

Director: **Matthijs Van Heijningen**

Director of Photography: **Per Eklund**

Lighting: **Per Eklund**

Cameraman: **Per Eklund**

Music: **Massive Music**

Sound Design/Arrangement: **FC Walvisch**

Visual Effects: **Eight VFX**

VFX Executive Producer: **Baptiste Andrieux**

VFX Supervisor: **Vania Alba-Zapata**

Art Director: **Jarr Geeligs**

Art Director: **Yann Mallard**

Copywriter: **Kim Triesscheijn**

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- Sr Interactive Copywriter, Digitas
- Interactive Producer, Product Ventures, Ltd

GUIDE: NEW Ad and Design School

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GUIDE: Stock Image & Footage Guide

Check out the Third Annual Stock Image & Footage Guide, an exhibit of the portfolios of participating stock houses showing examples of the images and footage they offer plus summaries of their total product & service offerings.