



Bud Light Carlos Mencia Super Bowl Ad

Carlos Mencia "Language of Love"

February 2008



Client: Anheuser - Busch

Product: Bud Light

Spot Title: "Language of Love"

Agency: LatinWorks Marketing

CEO/Managing Partner: Manny Flores

President/Chief Creative: Sergio Alcocer

Copywriter(s): Michael Page, Carter Pagel

Art Director(s): Seth Taylor, Jedd Oberly

Sr. Account Supervisor: Allison Freund

Producer: Elizabeth Spiva

Production Company: Konk Inc

Director: Chris Koch

Executive Producer: David Kerwin

Producer: Jeanine Brand
DP: Don Matthew Smith
Art Director: Wayne Smith
Stylist: Heather Cox
Casting: Deborah Kurtz Casting

Editorial Company: Cutters LA
Editor: John Dingfield
Assistant Editors: Aki Johnson, Virginie Strub
Executive Producer: Nicole Visram
Producer: Karen Vargas

Telecine: The Syndicate
Colorist/Artist: Beau Leon

Online: The Syndicate
Artist(s): Verdi Sevenhuysen, Mike Ek

Music & Sound Design: Razorhead Music
Executive Producer: Rob Filomena
Sound Design and Mix: Luis Felipe Herrera
5.1 Surround Mixing: Kurt Upper

Additional Mix: POP Sound
Mixer: Stephen Dickson