

# ADCN AWARDS 2018 NOMINATIONS



CREATIVE	PROJECT	CRAFT	CLIENT
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## ADVERTISING | Brand Activation & Experience

N=5	Evert_45	Pupkin, Superhero Cheesecake	KPN
DDB & Tribal Amsterd	Get The Flow	Robot Kittens, WeFilm	Vodafone Netherlands
Fama Volat	Ik wil met #CARNAVALVRIJ	Blauw Gras & Cliff	Bavaria
Buutvrij for life	Kaan's Stream Store	Big Shots, This Page Amsterdam	ABN AMRO
Havas Lemz	Letters for later	Moving Portraits	Hallmark
Buutvrij for life	Miele PowerWash at Lowlands	Schaalwerk, Since '88	Miele
J. Walter Thompson Amsterdam	Pay with Views	Doogle Productions	Opel
J. Walter Thompson Amsterdam	School for Justice	New Amsterdam Film Company	Free a Girl
Dawn	Six Minute Stories	Ambassadors	Zorg en Zekerheid
J. Walter Thompson Amsterdam	Supersauce	Pink Rabbit	PLUS
XSAGA	The 10 millionth visitor of the Rijksmuseum	XSAGA	Rijksmuseum
TBWAINEBOKO	Through the eyes of a refugee	Hazazah Film & Photography	Amnesty International

## ADVERTISING | Branded Content & Entertainment

INDIE Amsterdam	#Hatersgonnalove	Hazazah Film & Photography	Tele2
First Day of Spring	Absolut - #thisisourhouse	Since'88	Absolut - Pernod Ricard
Cheil Amsterdam	Crèche Test	CZAR Jr, Pirke Productions	Samsung Electronics Benelux
N=5	Evert_45	Pupkin, Superhero Cheesecake	KPN
DDB & Tribal Amsterdam	Get The Flow	Robot Kittens, WeFilm	Vodafone Netherlands
ACHTUNG! mcgarrybowen	Hovering Art Director	Ambassadors, HOBBYFILM, Yum Yum London	Adobe
Buutvrij for life	Kaan's Stream Store	Big Shots, This Page Amsterdam	ABN AMRO
Maak	Liefs Mandy	Maak	De Kindertelefoon
Dawn	Six Minute Stories	Ambassadors	Zorg en Zekerheid
INDIE Amsterdam & CODE D'AZUR	Super Super Super Selfie	AG Producties, Roxeanne Hazes, Arno Krabman, Paul Laffree	Tele2

## ADVERTISING | Digital & Social & Mobile

INDIE Amsterdam	#Hatersgonnalove	Hazazah Film & Photography	Tele2
DDB & Tribal Amsterdam	Care Tag	CZAR, FROLIC studio	KLM Royal Dutch Airlines
N=5	Evert_45	Pupkin, Superhero Cheesecake	KPN
DDB & Tribal Amsterdam	Get The Flow	Robot Kittens, WeFilm	Vodafone Netherlands
Inter IKEA Systems, SPACE10	IKEA Place	Inter IKEA Systems, SPACE10	IKEA

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J. Walter Thompson Amsterdam Cheil Amsterdam INDIE Amsterdam & CODE D'AZUR	Pay with Views Samsung SmartSuit Super Super Super Selfie	Doogle Productions Pirke Productions, Eyeforce AG Producties, Roxeanne Hazes, Arno Krabman, Paul Laffree	Opel Samsung Electronics Benelux Tele2
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ADVERTISING | Direct

DDB & Tribal Amsterdam ACHTUNG! mcgarrybowen	Get The Flow Hovering Art Director	Robot Kittens, WeFilm Ambassadors, HOBBYFILM, Yum Yum London	Vodafone Netherlands Adobe
Fama Volat ACHTUNG! mcgarrybowen ACHTUNG! mcgarrybowen	Ik wil met #CARNAVALVRIJ Into The Frame Roboboy	Blauw Gras & Cliff Oxford House Pink Rabbit	Bavaria Porsche Volkswagen Personenwagen

ADVERTISING | Film & Video

INDIE Amsterdam Dawn TBWA\NEBOKO Ogilvy & Mather Amsterdam Cheil Amsterdam Phenomenons Amsterdam Selmore Creative Agency INDIE Amsterdam Ogilvy & Mather Amsterdam This That + The Other Dawn patrickwijnhoven.com INDIE Amsterdam Etcetera J. Walter Thompson Amsterdam J. Walter Thompson Amsterdam ACHTUNG! mcgarrybowen Selmore Creative Agency Cloudfactory, Amsterdam INDIE Amsterdam	#Hatersgonnalove Always trust your inner voice Appie Christmas Center Parcs: Say Yes Crêche Test Een ode aan de volhardende mens Eendagsvlieg EY! Ford Motorcraft - Welcome Home Holiday cliché Investing for people Kiloknallervarken Make Money Moves - Help us say goodbye to MS. Ode to the training vest PLUS Christmas Roboboy ŠKODA - Kodiaq Strongbow Nature Dream Super Super Super Selfie	Hazazah Film & Photography Bonkers Pink Rabbit Pink Rabbit CZAR Jr, Pirke Productions CZAR Ambassadors CZAR Pink Rabbit This That + The Other Bonkers Hazazah Film & Photography Cake Film & Photography Hazazah Film & Photography Pink Rabbit Pink Rabbit Pink Rabbit CZAR Sonny London AG Producties, Roxeanne Hazes, Arno Krabman, Paul Laffree Hazazah Film & Photography Pupkin, Superhero Cheesecake CZAR Bonkers Bonkers	Tele2 Swinckels' Albert Heijn Center Parcs Samsung Electronics Benelux Hornbach ASN Bank Amstel Ford Nederland BV De VakantieDiscounter Triodos Bank Stichting Wakker Dier Young Capital MoveS ING PLUS Volkswagen Personenwagen ŠKODA Strongbow Tele2  ProVoet KPN NS Pon Nederland/Audi AG Fonds Gehandicaptten Sport
Selmore Creative Agency N=5 N=5 Selmore Creative Agency TBWA\NEBOKO	Verliefd Vlogs Evert_45 Wat houdt je tegen? Zero Emission Zwemmer		

CREATIVE	PROJECT	CRAFT	CLIENT
<b>ADVERTISING   Integrated</b>			
N=5 DDB & Tribal Amsterdam J. Walter Thompson Amsterdam	Evert_45 Get The Flow School for Justice	Pupkin, Superhero Cheesecake Robot Kittens, WeFilm New Amsterdam Film Company	KPN Vodafone Netherlands Free a Girl
<b>ADVERTISING   Media</b>			
TBWA\NEBOKO	Appie Today	VIDIBOKO, Big Shots, Towel Media, Vice Productions, Appie Today Production Team	Albert Heijn
N=5 Buutvrij for life Dawn	Evert_45 Kaan's Stream Store Six Minute Stories	Pupkin, Superhero Cheesecake Big Shots, This Page Amsterdam Ambassadors	KPN ABN AMRO Zorg en Zekerheid
<b>ADVERTISING   Outdoor</b>			
DDB & Tribal Amsterdam DDB & Tribal Amsterdam ACHTUNG! mcgarrybowen TBWA\NEBOKO Dawn DDB & Tribal Amsterdam	Flight Upgrader Floating Passengers Into The Frame New York Bagel Six Minute Stories The Beauty in Motion	Spook, VR Gorilla Het Amsterdams Filmbedrijf Oxford House TBWA\NEBOKO Ambassadors Fiction Factory	KLM Royal Dutch Airlines Volkswagen Porsche McDonald's Zorg en Zekerheid KLM Royal Dutch Airlines
<b>ADVERTISING   PR &amp; Influencer</b>			
Grey Amsterdam N=5 Fama Volat N=5	A Comedian's Worst Nightmare. Evert_45 Ik wil met #CARNAVALVRIJ KPN Safe Lock	Chapter Film & Motion Design Pupkin, Superhero Cheesecake Blauw Gras & Cliff Holy Fools, code&coding, Make 'em Say	FSHD Foundation KPN Bavaria KPN
Havas Lemz Fama Volat J. Walter Thompson Amsterdam Dawn Wieden+Kennedy Amsterdam	KVK Comeback line Opsporing verzocht School for Justice Six Minute Stories The Lioness Crest	Chapter Film & Motion Design Cut Jongens New Amsterdam Film Company Ambassadors New Amsterdam Film Company	Kamer van Koophandel Dierenbescherming Free a Girl Zorg en Zekerheid Nike
<b>ADVERTISING   Radio</b>			
INDIE Amsterdam Selmore Creative Agency	2GB Love story ASN Bank - Fabels	De Geluiderij Ambassadors	Tele2 ASN Bank

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## DESIGN | Brand

Vandejong Creative Agency	Amsterdam Light Festival	Vandejong Creative Agency	Amsterdam Light Festival
And Now This	Bleyenbergh	And Now This	Raoul Farla, Torsten Heeres
thonik	Holland Festival 2017	thonik	Holland Festival
Lava	KLIK Amsterdam Animation Festival	Lava	KLIK Amsterdam Animation Festival
SILO	Rijksmuseum Boerhaave	SILO	Rijksmuseum Boerhaave
Lesley Moore	Royal Academy of Art & Royal Conservatoire The Hague	Lesley Moore	Royal Academy of Art & Royal Conservatoire The Hague
Wieden+Kennedy Amsterdam	The Lioness Crest	New Amsterdam Film Company	Nike

## DESIGN | Digital

MediaMonks, Google Asia Pacific, WWF	ArtScience Museum: Into the Wild	MediaMonks	Google, Lenovo, WWF
N=5	Evert_45	Pupkin, Superhero Cheesecake	KPN
DDB & Tribal Amsterdam	Get The Flow	Robot Kittens, WeFilm	Vodafone Netherlands
Buutvrij for life	Kaan's Stream Store	Big Shots, This Page Amsterdam	ABN AMRO
Cheil Amsterdam	Samsung SmartSuit	Mario Piepenbrink, Woodwork	Samsung Electronics Benelux

## DESIGN | Editorial

Trapped in Suburbia	Arita Ceramics Symposium	Trapped in Suburbia	Europees Keramisch Werkcentrum
Paradox, Kummer & Herrman	Bitter Chocolate Stories	Kummer & Herrman	Tony's Chocolonely
De Persgroep	Volkskrant Magazine	Jaap Biemans	De Volkskrant

## DESIGN | Experience

DDB & Tribal Amsterdam	Connecting Seats	Egotribe, FROLIC Studio	KLM Royal Dutch Airlines
Buutvrij for life	Miele PowerWash at Lowlands	Schaalwerk, Since '88	Miele
DDB & Tribal Amsterdam	The Beauty in Motion	Fiction Factory	KLM Royal Dutch Airlines
TBWAINEBOKO	The most refreshing Bakery	Fono	Heineken Nederland

## DESIGN | Graphic

Andrew Maaldrink & Alex Herwig	Century	Andrew Maaldrink & Alex Herwig	Benjamin Moore
J. Walter Thompson Amsterdam	Food Exhibitionism	J. Walter Thompson Amsterdam	Food Exhibitionism
Staynice	Onderstroom	Staynice	Onderstroom - Jaap den Hollander & Patrick Hoksbergen
Thijs Verbeek graphic design	Sikkens Prize 2017	Thijs Verbeek graphic design	Sikkens Foundation

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Studio de Ronners	Wildlife Film Festival Rotterdam	Studio de Ronners	Wildlife Film Festival Rotterdam
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DESIGN   Packaging			
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FLEX/design	A-dam Underwear	FLEX/design & A-dam Underwear in-house creative team	A-dam Underwear
Van Heertum Design VHD	Aurum Brothers, Varnos Collection Packaging	Krepel Timeless wooden packaging, Apholos Metal Labels	Aurum Brothers
...,staat Fitzroy Brandnew	DELICATA - chocolate happiness Fitzroy Premium Navy Rum Looye. Building Europe's first premium tomato brand.	...,staat Fitzroy Brandnew	Albert Heijn Fitzroy Looye Kwekers
Studio de Ronners Smörgåsbord	Maallust Wihayo Soju bottle and kraft tube	Studio de Ronners Smörgåsbord	Maallust Nathalie Ji-Yun Kranenburg and WIHAYO

DESIGN   Product			
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ACHTUNG! mcgarrybowen	Hovering Art Director	Yum Yum London, Ambassadors, Hobbyfilm	Adobe
N=5	KPN Safe Lock	Holy Fools, code&coding, Make 'em Say	KPN
Dawn Lemon Scented Tea	Six Minute Stories Wasteboards	Ambassadors Lemon Scented Tea, Amsterdam School of applied Sciences.	Zorg en Zekerheid Wasteboards

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CRAFT	PROJECT	CREATIVE	CLIENT
<b>CRAFT   Animation</b>			
Ambassadors Nick Groeneveld, Ralph Meijer / Ambassadors	Day Fly Only at de Bijenkorf	Selmore Creative Agency Dawn	ASN Bank de Bijenkorf
Joris Oprins, Marieke Blaauw / Job, Joris & Marieke	Passing By - 100+ Years of Damrak	Job, Joris & Marieke	de Bijenkorf
<b>CRAFT   Art Direction</b>			
Rogier Smalhout / HONG KONG Amsterdam	Appelsap - One Love	HONG KONG Amsterdam	Appelsap Fresh Music Festival
From Form	Cineville: The immeasurable impact of film	From Form	Cineville
Titia Dane & Ionie Chamilaki / IOIA J. Walter Thompson Amsterdam	De Winkelwagen Food Exhibitionism	Buutvrij for life J. Walter Thompson Amsterdam	bol.com Food Exhibitionism
Emilio de Haan / INDIE Amsterdam	Make Money	INDIE Amsterdam	Young Capital
Dawn	Six Minute Stories	Dawn	Zorg en Zekerheid
Bart Mol / DDB & Tribal Amsterdam	The Beauty In Motion	DDB & Tribal Amsterdam	KLM Royal Dutch Airlines
Dawn	The Color is you	Dawn	The Color
<b>CRAFT   Cinematography</b>			
Noël Schoolderman	Ford Motorcraft - Welcome Home	Ogilvy & Mather Amsterdam	Ford Nederland
Serge Teulon	i-D & Loewe: Love is Enough	i-D	Loewe
Jasper Wolf	JEANS by ASOS	ASOS	ASOS
Jasper Wolf	Make Money	INDIE Amsterdam	Young Capital
Martijn Broekhuizen	PLUS - Christmas 2017	J. Walter Thompson Amsterdam	PLUS
Thijmen Doornik	Vlogs Evert_45	N=5	KPN
Maxime Desmet	When You Get Home	25FPS Commercial Production	Road Safety
<b>CRAFT   Copywriting</b>			
Selmore Creative Agency	ASN Bank - Fabels	Selmore Creative Agency	ASN Bank
David Snellenberg, Donald Nolet / Dawn	Investing for people	Dawn	Triodos Bank
Roorda Reclamebureau	Mokums final words	Roorda Reclamebureau	PC Uitvaart
Gijs Sluijters, Allard Jaspars, Dylan de Backer / DDB & Tribal Amsterdam	Ode to trying	DDB & Tribal Amsterdam	Menzis

CRAFT	PROJECT	CREATIVE	CLIENT
Gebroeders Janssen, Rogier de Bruin / INDIE Amsterdam	Super Super Super Selfie	INDIE Amsterdam	Tele2
Diederick Hillenius & Zwier Veldhoen / Selmore Creative Agency	Zero Emission	Selmore Creative Agency	Pon Nederland/Audi AG
CRAFT   Digital Production			
MediaMonks	ArtScience Museum: Into the Wild	Google Zoo Singapore	Google, Lenovo, WWF
Superhero Cheesecake	Evert_45	N=5	KPN
Superhero Cheesecake	Heart of Travel	GSD&M	Southwest Airlines
Inter IKEA Systems, SPACE10	IKEA Place	Inter IKEA Systems, SPACE10	IKEA
Label A	Porsche24	Kraftwerk Linked by Isobar	Porsche
CRAFT   Editing			
Martin Heijgelaar / MRTN.	Albert Heijn - Christmas 2017	TBWA\NEBOKO	Albert Heijn
Martin Heijgelaar / MRTN.	Astro-nut	TBWA\NEBOKO	Liga
Govert Janse, Martin Heijgelaar, Joshua Fenton	Ford Motorcraft - Welcome Home	Ogilvy & Mather Amsterdam	Ford Nederland
Martin Heijgelaar / MRTN.	PLUS - Christmas 2017	J. Walter Thompson Amsterdam	Plus
Annelien van Wijnbergen, Marc Bechtold / Kapsalon	Zero Emission	Selmore Creative Agency	Pon Nederland/Audi AG
CRAFT   Film Direction			
Ismael ten Heuvel / Pink Rabbit	Albert Heijn - Christmas 2017	TBWA\NEBOKO	Albert Heijn
Basha de Bruijn	Appelsap - One Love	Hong Kong Amsterdam	Appelsap Fresh Music Festival
Ismael ten Heuvel / Pink Rabbit	Ford Motorcraft - Welcome Home	Ogilvy & Mather Amsterdam	Ford Nederland
Paul Geusebroek / Cake Film & Photography	Make Money	INDIE Amsterdam	Young Capital
Ismael, Basha / Pink Rabbit	PLUS - Christmas 2017	J. Walter Thompson Amsterdam	PLUS
Jona Honer / CZAR	Samsung - Rulebreakers	Cheil Amsterdam	Samsung Nederland
Giancarlo Sanchez / CZAR Jr.	Vlogs Evert_45	N=5	KPN
Ben Brand / 25FPS	When You Get Home	25FPS commercial production	Road Safety
Jeroen Annokkeé / ANNOMANN	YEP/NOPE	INDIE Amsterdam	Tele2
Bram Schouw / Bonkers	Zero Emission	Selmore Creative Agency	Pon Nederland/Audi AG
CRAFT   Illustration			
Rivelino Panka	ASN Bank - Bankpassen	Selmore Creative Agency	ASN Bank
Mariska Rijnaarts	ASN Bank - Characters	Selmore Creative Agency	ASN Bank
Peter Korsman / Autograph	Century	The Martin Agency	Benjamin Moore

CRAFT	PROJECT	CREATIVE	CLIENT
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Kate Pugsley, Woodworks Amsterdam	Samen Dementievriendelijk	Havas Lemz	Stichting Alzheimer Nederland, PPGM, Deltaplan Dementie, Ministerie van Volksgezondheid, Welzijn en Sport
Jarreau Vandal, Michiel Marsman / Sizzer Amsterdam	Appelsap - One Love	HONG KONG Amsterdam	Appelsap Fresh Music Festival

#### CRAFT | Music

Niels den Otter / Audentity Ivo Witteveen / MOST	Ford Motorcraft - Welcome Home I Paint Modern - New York Room, Mondriaanhuis	Ogilvy & Mather Amsterdam Tinker Imagineers	Ford Nederland Mondriaanhuis Amersfoort
Stan Koch Big2 (Twan van Steenhoven) & Paul Laffree, INDIE Amsterdam cris&jef music	Info Support: The Corporate Movie Make Money  NS - De mooiste bestemming blijft toch thuis.	Wefilm INDIE Amsterdam  N=5	Info Support Young Capital  Nederlandse Spoorwegen
Roxeanne Hazes, Arno Krabman, Paul Laffree, INDIE Amsterdam	Super Super Super Selfie	INDIE Amsterdam	Tele2
Dave Harrington & Charlotte Von Kotze / VICE	The A-Z of Music	i-D	Marc Jacobs
Twan van Steenhoven (Big2) & Paul Laffree, INDIE Amsterdam	YEP/NOPE	INDIE Amsterdam	Tele2
Sizzer Amsterdam	Zeitreise	Glück	Schweppes

#### CRAFT | Photography

Lotte van Raalte / HALAL Peggy Kuiper / CAKE Film & Photography	Appelsap: One Love Dio 'Venus' EP Artwork	HONG KONG Amsterdam Cake Film & Photography	Appelsap Fresh Music Festival Dio Braaf
Jaap Vliegenthart Robin de Puy / Unit CMA Eddo Hartmann	Glamour Dogs The Purest Picture Setting the Stage North Korea	TBWAINEBOKO J. Walter Thompson Hannibal Publishers	Albert Heijn Spa Museum Huis Marseille Amsterdam

#### CRAFT | Sound Design

Sizzer Amsterdam Feike de Wit / Sound Circus Diederik Idenburg / MOST	#EnterTheZone Always trust your inner voice Cineville: The immeasurable impact of film	WE ARE SOCIAL, France Dawn From Form	Renault Sport Swinckels' Cineville
Wessel-Jan van Zijderveld / Ambassadors	Stories are Everywhere	Wieden + Kennedy Amsterdam	Instagram



CRAFT	PROJECT	CREATIVE	CLIENT
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CRAFT | Strategy

Gerben van der Zwaard / ACHTUNG! Mcgarrybowen	Hovering Art Director	ACHTUNG! mcgarrybowen	Adobe
Angelique Schreuders, Lex Noteboom, Lisse Mastenbroek / J. Walter Thompson Amsterdam	School for Justice	J. Walter Thompson Amsterdam	Free a Girl
Maarten Nefkens / Dawn Bas Engels, Darre van Dijk / TBWA\NEBOKO	Six Minute Stories Through the eyes of a refugee	Dawn TBWA\NEBOKO	Zorg en Zekerheid Amnesty International

CRAFT | Typography

Hans Schuttenbeld Novo Typo	Abstracted Calligraphy Novo Typo Color Book	Not all good work needs an agency Novo Typo	Lilith Coffee De Buitenkant Publisher
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CRAFT | Visual Effects

MPC Amsterdam Ambassadors	Heineken, The Trailblazers Only at de Bijenkorf	Publicis Italy Dawn	Heineken de Bijenkorf
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### NEXT | Experimental

Pieter van den Heuvel Power of Art House Pregnant Studios Daan van Dam, Zack McDonald	Eleven Living Aleppo Meat One Shot x HALAL	Pieter van den Heuvel Power of Art House Pregnant Studios HALAL	Power of Art House Pregnant Records, Excelsior Records
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### NEXT | Impact

N=5 DDB & Tribal Amsterdam N=5	Evert_45 Get The Flow KPN Safe Lock	Pupkin, Superhero Cheesecake Robot Kittens, WeFilm code&coding, Holy Fools, Make 'em Say	KPN Vodafone Netherlands KPN
J. Walter Thompson Amsterdam TBWA\NEBOKO Lemon Scented Tea	School for Justice Through the eyes of a refugee WasteBoards	New Amsterdam Film Company Hazazah Film & Photography Amsterdam School of Applied Sciences, Lemon Scented Tea	Free a Girl Amnesty International WasteBoards

### NEXT | Innovation

DDB & Tribal Amsterdam Inter IKEA Systems, SPACE10 N=5	Care Tag IKEA Place KPN Safe Lock	CZAR, FROLIC studio Inter IKEA Systems, SPACE10 code&coding, Holy Fools, Make 'em Say	KLM Royal Dutch Airlines IKEA KPN
Cheil Amsterdam J. Walter Thompson Amsterdam	Samsung SmartSuit The Purest Picture	Pirke Productions, Eyeforce DPPLR	Samsung Electronics Benelux Spa

### NEXT | Business

Fabrique ACHTUNG! mcgarrybowen	HuisjeHuisje PON Connected Car	CoolProfs SIOUX	Woningnet PON
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### NEXT | Talent

The nominations for the Talent Awards will be announced on April 3rd 2018.

*Disclaimer - ADCN has done everything to present the overview of nominations in the best possible ways. We apologize upfront for any mistakes in the credits.*