

# ADWEEK

## BestSpots

### Corona Extra | "Finishing Touch"

June 25, 2007

Cramer-Krasselt/Chicago



We see the evolutionary formation of a tropical island, starting with an underwater volcano eruption through the eventual growth of palm trees. But the picture of paradise isn't complete without the finishing touch of Corona Extra.

**Brand:**

Corona Extra

**Spot Title/Length:**

"Finishing Touch" :60

**Agency/Location:**

Cramer-Krasselt/Chicago

**Chief Creative Officer:**

Marshall Ross

**Executive CD:**

Dean Hacoen

**Creative Directors:**

Tom Lichtenheld, Ken Erke, Dan Consiglio

**Art Director:**

Justin Bucktrout

**Copywriter:**

Bill Dow

**Executive Producer:**

Sergio Lopez

**Agency Producer:**

Bob Wendt

**Production Company:**

MJZ/Los Angeles

**Director/DP:**

Sean Thonson

**Editor:**

Einar/Union Editorial, Los Angeles

**Composer:**

Garron Chang/Stimmung, Los Angeles

**Sound Designer:**

Gus Koven/Stimmung, Los Angeles

**Audio Mixer:**

Jeff Payne/Eleven Sound, Santa Monica

**Visual Effects:**

Asylum FX/Santa Monica

**Colorist:**

Michael Mazur/Filmworkers Club, Chicago

**Finishing Artist:**

Jeff Charatz/Filmworkers Club, Chicago

**Principal Talent:**

n/a