

Valio PROfeel 'The World's Longest Checkout Belt' Credits

DESIGN AND PRODUCTION:

Valio

Emma Mikkola, Marketing Manager

TBWA\Helsinki

Brand Lead: Taneli Mattelmäki

Creative Director: Lasse Kangasmaa

Creative Strategist: Mikko Santonen

Art Director: Jere Saulivaara

Copywriter: Juhani Ylitalo

Account Manager: Jenna Hämäläinen

TBWA\Screen

Producer, Post-production: Heidi Ylä-Ajos

Production Coordinator: Valeria Mikkonen

3D: Anton Raappana

MEDIA:

Dagmar

Anna-Maija Sjöholm, Client Manager

Outi Hämäläinen, Strategy Director, Brand Communication and Media

Mira Karvonen, Senior Media Planner

JCDecaux

Teippinet