



“Mad World” Credits

Client: Microsoft
Brand: XBOX
Title: Gears of War

Agency: McCann Worldgroup, San Francisco
Executive Creative Directors: John McNeil, Rob Bagot
Creative Directors: Scott Duchon, Geoff Edwards
Copywriter: Mat Bunnell
Art Director: Nate Able
Agency Producer: Hannah Murray
Group Strategy Director: Mike Harris
General Manager: Courtney Buechert
Account Director: Chris McDonald
Account Executive: Mandie Bowe

Production Company: Anonymous Content
Director: Joseph Kosinski
Creative Consultant: David Fincher
Executive Producer: Jeff Baron
Line Producer: Scott Kaplan

Animation and Visual Effects: Digital Domain, Inc.
Sr. V. P. of Production/Executive Producer: Ed Ulbrich
Executive Producer: Lisa Beroud
Visual Effects Supervisor: Eric Barba
Co-Visual Effects Supervisor: Vernon Wilbert
Visual Effects Producer: Melanie La Rue
Visual Effects Coordinator: Alex Thiesen
Flame Artist: Dave Stern
Flame Artist: Kevin Ellis
Editor: Russ Glasgow
Assistant Editor: John Cason
Previs Supervisor: Chris De Santis
Technical Director: Ryan Vance
Technical Director: Daniel Maskit
Digital Artist: Nancy Adams
Digital Artist: Jeff Dierstein
Digital Artist: Dan Fowler
Digital Artist: Juan Gomez
Digital Artist: Ron Herbst
Digital Artist: Lori Green
Digital Artist: Terry Naas
Digital Artist: John Riggs
Digital Artist: Greg Szafranski
Digital Artist: Daniel Thron

Music: "Mad World"
Performed by Michael Andrews, featuring Gary Jules
Courtesy of Everloving Records and Elginix Labs
www.everloving.com
www.elginpark.com
Mix: Loren Silber, Lime Studios