



Celine Dion Serenades Return of NFL on ESPN

09.09.2020

The NFL is getting ready to resume Sept. 10 and in celebration, ESPN worked with agency Arts & Letters Creative Co. to create the above spot, "Ready for Football."

Celine Dion's 1996 ballad, "It's All Coming Back to Me Now," powers the piece as subjects alternatively pine for and then rejoice over professional football's return.

READ MORE: Adweek (subscription required)

CREDITS

Client: ESPN

Senior Vice President, ESPN Marketing: Laura Gentile

Vice President, ESPN Sports Marketing: Emeka Ofodile

Senior Director, ESPN Sports Marketing: Curtis Friends

Managers, ESPN Sports Marketing: David Dessau, Lauren Gorajek

Coordinator, ESPN Sports Marketing: Carly Rotatori

Director, Talent Production: Chantre Camack

Associate Director, Talent Production: Sharee Stephens

Agency: Arts & Letters Creative Co., Richmond, Va.

Executive Creative Director: Charles Hodges

Creative Director: Molly Jamison

Creatives: Scott Hayes, Eric Steele, Tanner McColl, Dixon Muller

Director of Production: Letitia Jacobs

Executive Producers: Keith Jamerson, Rebecca Wilmer

Assistant Producer: Griffin Morrow

Managing Director: Rich Weinstein

Business Director: Theo Abel

Business Manager: Martin Madriaga

Director of Strategy: Andy Grayson

Strategist: Zach Wootton

Director of Business Affairs: Lenora Cushing

Business Affairs: Jennifer Kmetzsch

Editorial: Arts & Letters Creative Co.

Editors: Pat Blumer, Matt Doe

Assistant Editor: Sho Kellam

Executive Producer: Whitney Green

Producer: Libbie Crane

Assistant Producer: Ryan Dunstan

Production: Superprime, Los Angeles

Directors: The Malloys

Managing Director/Executive Producer: Rebecca Skinner

Managing Director/Head of Sales: Michelle Ross

Executive Producer: Charlotte Woodhead

Head of Production: Matt Sanders

Line Producer: Alexandra Lisee

Color/Finishing: Madbox Made, Richmond, Va.

Colorist: Matthew West

Producer: Macy West

Audio Mix: Overcoast Music + Sound, Richmond, Va.

Audio Mixer: Matt Whitworth

Song: "It's All Coming Back to Me Now"

Artist: Celine Dion