

# CREATIVITY

April 9, 2008

## Apple: Office Stress

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## Full Credits

Agency: **TBWA/Media Arts Lab**  
Chief Creative Officer: **Lee Clow**  
Executive Creative Director: **Duncan Milner, Eric Grunbaum**  
Creative Director: **Jason Sperling**  
Art Director: **Chuck Monn**  
Copywriter: **Alicia Dotter, Joe Ventura**  
Agency Producer: **Hank Zakroff**  
Production Company: **Epoch Films**  
Director: **Phil Morrison**  
Director of Photography: **Peter Donahue**  
Editorial Company: **Mad River Post**  
Editor: **Val Thrasher**  
Post Production: **Company 3**  
Post Producer: **Brian Robinson, Stefan Sonnenfeld**

PC offers Mac some unnecessary relief.