

Full Credits:

Client: Sam's Club

Production Company: Radical Media

Creative Agency (VMLY&R):

- Debbi Vandeven – Global Chief Creative Officer, VMLY&R
- John Godsey – Chief Creative Officer, North America, VMLY&R
- Sherman Winfield – Executive Creative Director, VMLY&R
- James Beikmohamadi – Executive Creative Director, VMLY&R
- Justin Ebert – Executive Creative Director, VML&&R
- Niraj Zaveri – Executive Creative Director, VMLY&R
- Anna Taylor – Creative Director, VMLY&R
- Daniel Sanders – Creative Director, VMLY&R

Production

- Shaun Campbell – Executive Producer, VMLY&R
- Terry Miglin – Senior Production Business Manager, VMLY&R
- Jessalynn Haas – Senior Production Business Manager, VMLY&R
- Michelle Sanchez – Senior Talent Manager, VMLY&R
- Dawn Kerr – Senior Talent Manager, VMLY&R

Strategy

- Ian Davidson – Chief Strategy Officer, VMLY&R
- Juan Mantilla – Managing Director, Strategy and Insights, VMLY&R
- Kirin Matarasso – Senior Strategist, VMLY&R
- Andrew Snow – Connections Director, VMLY&R
- Jasmyn Franks – Connections Supervisor, VMLY&R

CPM

- Nicole Friesema – Senior Campaign Program Manager, VMLY&R
- Client Engagement
- Jen McDonald – Chief Client Officer, North America, VMLY&R
- Jordan Cochran – Managing Director, VMLY&R
- Heather Chappell – Group Director, VMLY&R
- Bailey Lang – Director, VMLY&R
- David Farley - Associate Director, VMLY&R
- Blake Correll – Account Manager, VMLY&R

Creative Collaborators

- Kevin Hart
- Joshua Smith - Creative Strategist, Laugh Out Loud Network
- Thai Randolph - President & COO of Hartbeat and Laugh Out Loud Network
- Tina Maher - VP, Integrated Marketing, Laugh Out Loud Network

Production – Radical Media

- Directors: Peter Miller and Steve Miller
- Executive Producer: Gregg Carlesimo
- Producer: Kathy Rhodes
- Director of Photography: Bryan Newman
- 1st ADs: Adam Feil and Brian Stevens
- Production Designer: Trae King

Post Production- Hero Post

- Editor- Dan Aronin
- Assistant Editor- Evan Goodell
- Executive Producer- Molly Baroco
- Senior Producer- Jessica DeLillo
- Finishing & VFX- Andrew Pope