

# ADWEEK

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## Creative Best Spots

Heineken

### **THE TWO-POINT DEDUCTION**

Agency: Lowe Lintas & Partners, N.Y.

Co-chief creative: Lee Garfinkel, Gary Goldsmith

Creative group head: C.J. Waldman

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AD/CW/Prod./Dir.: Kohl Norville

Sr. prod: David Gerard

Prod. co.: Crook Brothers Productions

Editor: Dave Koza, MacKenzie Cutler

The TV announcer says, "He's got to be feeling a lot of excitement right now. The years of preparation leading to this moment. His first attempt at this height ... the liftoff ... oh, no ... he'll have four more years to think about that one." Visual: a man high jumps over the back of a sofa and onto the cushions--but he spills some beer. Graphic: "The two-point deduction."