

**Company:** Master For You Agency, Barcelona, Spain

**Company Description:** Together with Masters, global experts, we create product innovation and marketing campaigns for brands. The communication needs of our clients are taken care of every step of the way, including products, events, content, and advertising campaigns.

**Nomination Category:** Video Categories

**Nomination Sub Category:** Branded Entertainment- Consumer

**Nomination Title:** The Macallan TimeSpirit

1. Date this production was first released/publicly viewed:

November 18th 2024

<https://www.themacallan.com/es-419/stories/partnerships/timespirit-el-celler-de-can-roca>

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 172 words used.**

To celebrate The Macallan's 200<sup>th</sup> anniversary, we created TimeSpirit, an innovative experience that envisions the future through groundbreaking haute cuisine techniques. In collaboration with the Roca brothers of El Celler de Can Roca, twice named World's Best Restaurant, we presented an unprecedented 16-course menu, featuring trailblazing culinary techniques like a zero-gravity dish, crafted exclusively for the first time ever.

Featuring a stunning film blending real imagery with CGI, a dynamic social media campaign and culinary events, TimeSpirit redefined brand storytelling and the world of cuisine, making it a strong candidate for this award.

**[REDACTED FOR PUBLICATION]:**

We aimed to envision the future of gastronomy and create an immersive experience and a concept that would serve as the foundation for a groundbreaking campaign.

**Objectives:**

- [REDACTED FOR PUBLICATION]

3. Provide the applicable creative and production credits for this nomination:

Jordi Munells Duran, Creative Director

## **Attachments/Videos/Links:**

[The Macallan TimeSpirit](#)



[REDACTED FOR PUBLICATION]

