

SPORTS - PRESENTED BY OCTAGON **octagon**

# FKA twigs Directed Facebook's Olympics Ad About Skateboarding

One of a raft of four new spots by Droga5



By [David Gianatasio](#) on Jul 20 2021 - 8:45am



TWITTER



FKA twigs—musician, dancer and star of notable marketing efforts for [Apple](#) and [WeTransfer](#), among others—goes behind the camera to direct a short film for Facebook, one of four ads from the social networking giant that will run during NBC's coverage of the Tokyo Olympics.

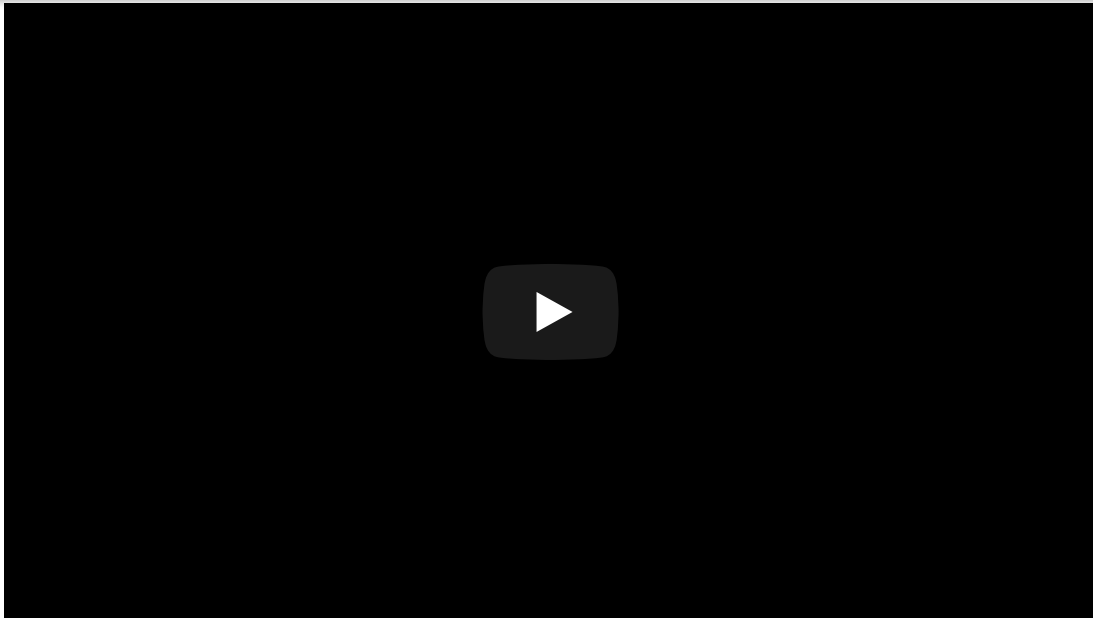


Arriving as the Games and Facebook both **navigate bumps** in the road, the work casts the company as a facilitator of human connection, spanning the globe to tell stories of folks who embrace boarding as a way of life (though no Olympians appear).

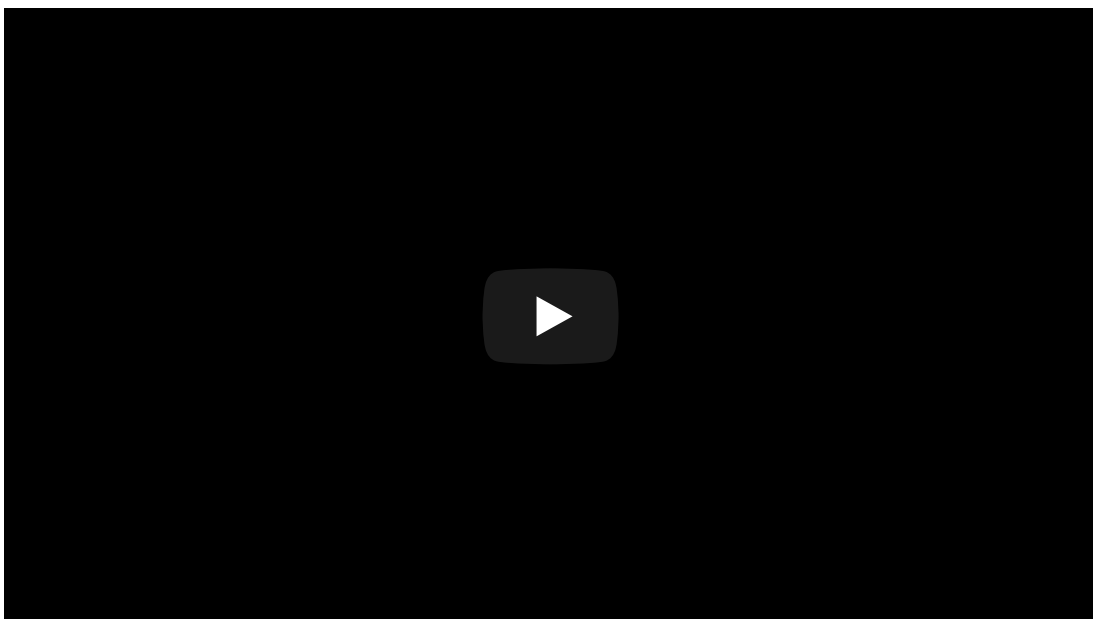
"Skateboarding is a grassroots sport and culture, centered around connection and community," says Facebook VP of global marketing Andrew Stirk. "This work celebrates the authentic stories of skaters using our platforms to find each other, broaden the culture, and push the sport forward."

Elsewhere in the campaign, acclaimed commercial filmmaker **Juan Cabral** helms "Once Upon a Time Everywhere," which makes impressive use of surreal slow-motion photography to tout Facebook's Oculus VR headsets:





"Skate Nation Ghana," from a directing collective led by Daniel Wolfe, spotlights Facebook's reach as a social driver and agent for change. In the mini-doc, we meet Ghanaian boarder Joshua Odamtten, whose passion for the sport—fed by Instagram, WhatsApp, Messenger and other FB offerings—knows no bounds:



"The skateboarding debut at the Olympics this summer felt like the perfect moment to tell stories about how the sport has evolved to become more

Agency Droga5 NY

Creative Chairman David Droga

Co-Chief Creative Officer Felix Richter

Co-Chief Creative Officer Tim Gordon

Group Creative Director Thom Glover

Creative Director Paul Meates

Creative Director Tobias Carlson

Creative Director Jonas Wittenmark

Senior Copywriter Nico Baumann

Senior Art Director Inna Kofman

Art Director Macaihah Broussard

Copywriter Nate Richards

Art Director Sarah Karabibergian

Copywriter Benjamin Hinamanu

Executive Design Director Rich Greco

Design Director Daniel Pulito

Designer Kenisha Rullan

Designer Adrian Koenigsberg

Junior Designer Calen Chung

Executive Producer, Film Mike Hasinoff

Senior Producer, Film (Facebook company) Leah Donnenberg

Associate Producer, Film (Facebook company) Imani Dixon

Senior Producer, Film (Instagram) Mateo Suarez

Producer, Film (Instagram) Stephanie Hill

Senior Producer, Film (Oculus) Dustin Grant

Producer, Film (Oculus) William Herrick

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Associate Producer, Film Bianca Ocampo

Associate Producer, Film Lauren Bautista

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Account Supervisor Hayley Howell

Account Supervisor Roxy Alberts

Account Supervisor Guillermo Betancourt

Associate Manager Anna Ferrel

Associate Manager Vanessa Foinquinos

Project Manager Christine DiStasio

Facebook :: Skate Nation Ghana

Client Facebook

CMO Alex Schultz

VP Global Company Marketing Andrew Stirk

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Consumer Communications Bjorn Trowery

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Facebook / Facebook App :: Longboard Family

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Strategic Media Planning Nick Mejia

Marketing Research Manager Lizi Cruz

Marketing Researcher Sean Krimmel

Production Strategist, Creative X Julian Katz

Consumer Communications Manager Bjorn Trowery

Attorney Richard Ronald

Facebook / Instagram :: No Comply

Client Facebook / Instagram

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VP Marketing Insights Rick Malins

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Strategic Media Planning Nick Mejia

Marketing Research Manager Lizi Cruz

Marketing Researcher Sean Krimmel

Production Strategist, Creative X Julian Katz

Consumer Communications Bjorn Trowery

Attorney Richard Ronald

Facebook / Oculus :: Once Upon A Time Everywhere

Client Facebook

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VP Marketing Insights Rick Malins

Head of Creative, Facebook company Tom Markham

Chief Creative Officer, Facebook Reality Labs Josh Higgins

Brand Marketing Director Jasmine Summerset-Karcie

Brand Marketing Manager Ambra Duncan

Brand Strategist Josh Cleveland

Brand Strategy Manager Victoria Ekwenuke

Production Strategist, Creative X Julian Katz

Producer, Facebook Reality Labs Brian Coate

Director, Brand Strategy Kerry Antos

Head of Integrated Marketing, Facebook Reality Labs Chelsey Susin Kantor

Director, Strategic Media Planning Radhika Narang

Strategic Media Planning Jessica Lewis

Strategic Media Planning Nick Mejia

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Paralegal Richard Daniels

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Brand Strategist Josh Cleveland  
Strategic Media Planning Jessica Lewis  
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Marketing Research Manager Lizi Cruz  
Marketing Researcher Sean Krimmel  
Continued below with production partners

INC

Production Company Love Song  
Director Bafic, Elliott Power, Justyna Obasi  
Executive Producer Daniel Wolfe



Producer Designer Tony Prince Tomety

Art Work Daniel Anum Jasper

Service Company Monkey Films (South Africa)

Executive Producer Clare van Zyl

Producer Phillip Killingbeck

Service Company Sun Up To Sun Down Africa (Ghana)

Producer Yaw Amponsah Apenteng

Editorial Cut & Run

Editor Paul Watts, Scot Crane

Assistant Editor Eli Beck-Gifford

Executive Producer Marcia Wigley

Research & Clearances Nickerson Research

Post Production, Color Framestore London

Colorist Simon Bourne

Senior Color Producer Chris Anthony

Post Production, VFX The Mill London

Creative Director Dan Williams

Executive Producer Clare Melia

Producer Matt Squires

2D Lead Artist Carl Norton

Finish Artist Adam Maynard, David Wishart, James Pratt, Matthew (Wispy) Clarke

AFX Artist Kwok Lam, Chris Shone

Roto Supervisor Mayur Amrutkar

Paint Supervisor Makarand Patel

Title Design Daniel Anum Jasper

Music Supervision Curation Music

Managing Partner Sunny Kapoor

Sound Designer Gus Kover

Managing Partner Kelly Bayett

Executive Producer Ashley Benton

Sound Mix Wave Studios

Mixer Ed Downham, Aaron Reynolds, Isaac Matus

Executive Producer Vicky Ferraro

Producer Eleni Giannopoulos, Beth Tomblin

Facebook APP

Production Company Object & Animal

Director FKA twigs

Director of Photography Stuart Winecoff

Director of Photography (Seoul) Corey C. Waters

Camera Operator Myron Mance

Executive Producer Morgan Clement, Emi Stewart

Line Producer Stine Moisen (LA), Alex Chamberlain (Barcelona & Seoul)

Choreographer Mike Tyus, Joy Isabella Brown

Wardrobe Stylist Karolyn Pho

Director's Assistant Tristan Breed

Editorial Rock Paper Scissors

Editor Mikkel E.G. Nielsen

Assistant Editor Alex Liu

Executive Producer Eve Kornblum

Producer Lisa Barnable

Research & Clearances Nickerson Research

Post Production, Color Company 3

Senior Colorist Joseph Bicknell

Producer Anna Kelman

Post Production, VFX MPC London

Creative Director Alex Lovejoy

Senior VFX Producer Ryan Hancocks

Title Design Sawdust

Designer Rob Gonzalez, Jonathan Quainton

Sound Design & Mix Ballad

Sound Designer & Mixer Philip Nicolai Flindt, Adrian Aurelius

Executive Producer Gregers Maersk Moeller

IG

Production Company Reset Content

Director Yann Demange

Director of Photography Jess Hall

Camera Operator Myron Mance

Executive Producer Jen Beitler, Deannie O'Neil

Producer Veronica Madrigal

2nd Unit Production Company Twenty First City (Tokyo)

Director of Photography Ben Parrot

Executive Producer Georgina Pope

Editorial Work Editorial

Editor Rich Orrick

Assistant Editor Chris O'Brien, Maria Cunningham

Executive Producer Erica Thompson

Head of Production Alejandra Alarcon

Producer Samara Kelly

Research & Clearances Nickerson Research

Post Production Blacksmith

Executive Producer Charlotte Arnold

Producer Sophie Mitchell

Colorist Mikey Pehanich

Color Assist Sam Howells

VFX Supervisor Tom Bussell

Lead 3D Artist Olivier Varteressian

Laake - "Come"

Sound Design & Mix Lime Studios

Sound Designer & Mixer Rohan Young

Assistant Engineer Jeremy Nichols

Executive Producer Susie Boyajan

Producer Samantha Sotomura

OCULUS

Production Company MJZ

Director Juan Cabral

Director of Photography Shabier Kirchner

Executive Producer Emma Wilcockson

Producer James Blom

Editorial Work Editorial

Editor Neil Smith

Assistant Editor Joseph Tuzzolino

Executive Producer Erica Thompson

Head of Production Alejandra Alarcon

Producer Malia Rose & Chandler Raub

Post Production, Color MPC London

Senior Colorist Jean-Clement Soret

Head of Colour Grading Production - London & Europe Ellora Chowdhury

Post Production, VFX Blacksmith

Executive Producer Charlotte Arnold

Producer Ashley Goodwin

VFX Shoot Supervisor Iwan Zwarts, Ben Kwok

Lead Compositor Ben Kwok

Compositors Hannah Wilk, Molly Intersimone, Thomas Panayiotou, Yebin Ahn, Tim Regan

Sound Design & Mix 750mph

Sound Designer & Mixer Sam Ashwell

Executive Producer Jessica Ringshall

Producer Kristen Troy

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## David Gianatasio

[@DaveGian](#)

David Gianatasio is senior editor at Clio Awards.

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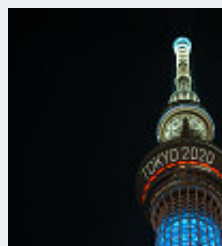
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