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Vince Vaughn, Tom Brady and Wayne Gretzky Star in First Super Bowl Ad for BetMGM



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The Big Game spot was created by advertising agency Highdive



Leading sports betting and iGaming operator BetMGM, made its Super Bowl television debut this year, launching a star-studded spot created by advertising agency Highdive and directed by Jeff Low through Biscuit Filmworks.

Creative License, an industry leading music, celebrity talent, and intellectual property procurement agency, were thrilled to offer its services in talent ideation, negotiation and execution for this campaign.

The Big Game spot is a continuation of the three-part teaser campaign that launched at the end of January, featuring Tom, Vince and Wayne in conversation. The lighthearted teasers saw Vince take centre stage whilst putting NFL royalty Tom Brady on the sidelines, offering a glimpse as to what was to come in the full campaign, airing during the Super Bowl.



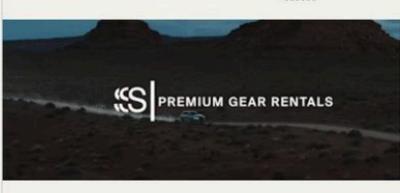
Creative License was thrilled to get to work on this campaign led by Highdive and to help BetMGM make its Big Game debut.

Graham Micone, senior vice president, Creative License said, "It has been an amazing journey in partnership with BetMGM and Highdive to bring this campaign to life. We are honored to be a part of BetMGM's first ever Super Bowl commercial. They came out of the gate strong!"

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BRAND DIRECTOR	AJ Mazza
BRAND MANAGER	Michael Kalfus
CREATIVE DIRECTOR	Victor Gonzalez
CREATIVE DIRECTOR	Kevin MacPherson
MEDIA DIRECTOR	Micheal Nagle
PRODUCER	Giuliana Cannizzo
PR	Jennifer Arapoff
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Creative in association with ARC



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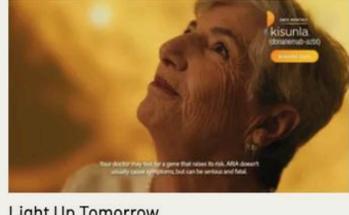


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