**CREDITS**

**Brand:** KBC

**Campaign Title:** KBC en TBWA geven een Dikke Merci aan mensen die mensen helpen

**Single or campaign:** O Campaign

**Media:** O Affichage in de KBC-kantoren & POS

 O Radio: 35” + 10” op StuBru, MNM, Q-Music, Joe FM,

 Nostalgie, BRF

 O TV:

* Introfilm 30”: on air van 01/10 tem 12/10 op VIER
* 9 Bedankingsfilms 60” + 10” billboard: on air van 15/10 tem 02/11 op VIER
* 10” billboard rond sparen: on air van 15/10 tem 02/11 op VIER

 O Web: www.kbc.be/dikkemerci

**Creative Director:** Jan Macken, Gert Pauwels

**Creative Team:** Lander Janssens, Usman Abdul

Chiara Dedecker, Geert Verdonck

**Account team:** Client Service Director: Geert Potargent

Account Director: Isabel Broes
Account Executive: Katrien Crabbe

**Strategy:** Vicky Willems

**Media Arts:** Sylvie Dewaele

**Client\*:**

* Advertising/Marketing Manager’s name: Paul Daels & Ingrid Letellier
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*\* this info is required whenever we’ll submit a case for an awards festival.*

**Production agency:**

* TV Production team:
	+ Coordination: Mieke Vandewalle, Brigitte Baudine, Johanna Keppens
	+ Regisseur: Guy Goossens
	+ Cameraman: Johan Stoefs
	+ Muziek: Jan Pollet (SAKE)
	+ Production & Postproduction: SAKE
* Radio production team:
	+ Coordination: Mieke Vandewalle & Veerle Van Melkebeke
	+ Sound Engineer: Jan Pollet
* Digital Coordination team: Agency

**Date of first publication/airing (dd/mm/yy):** 01/10/2012