**Advertiser**IKEA Belgium

**Clients**Anne-Clotilde Picot, Peter Jongert

**Campaign**IKEA SLEEPING RITUALS

**Creative Director**Peter Ampe

**Creative team** Tim Arts & Stefan Van den Boogaard

**Copy fr** Jonathan d’Oultremont

**Account Director** Francis Lippens

**Account Manager** Kaat De Brandt

**Account Executive** Astrid De Paep

**Strategic Director** Dominque Poncin

**Strategic planner** Maarten Van Daele

**Digital Project manager** Nada Al-Kadi

**Producer**Brigitte Verduyckt

**Design direction** Andreea Beuscu

**Design** Andreea Beuscu, Cedric Lopez

**Production Company shooting** LOVO

**Director** Bugsy

**Production company bannering:**Bespicy

**Social** Social lab

**Media: TV – online bannering – social**

**Start campaign** : 29/09/2014