FACTSHEET

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| Media: | TV |
| Client: | Pepsico – Lay’s |
| Contact:  | Jan Verlinden, Stephanie Poncelet, Annick Swaelens, Marion Poinas |
| Agency: | BBDO Belgium |
| Account team: | Valerie Bracke, Jochen Van Lysebettens |
| Creative directors: | Arnaud Pitz, Sebastien De Valck |
| Creative team | Cristina Gesulfo, Vincent De Roose |
| TV producer: | Leen Van den Brande |
| Production cy director: | Ristretto Films – Manu Coeman, Lies Bronselaer & Kris Debusschere |
| Postproduction: | ACE |
| Sound design: | Sonicville |
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