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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