**Credits:**

**Client :** Telenet

**Client contacts** : Anûk Van der Steen, Jorgen Vranken

**Campaign title**: Genialiteit moet gezien worden

**Agency :** TBWA

**Executive Creative Director** : Jeroen Bostoen

**Creatives** : Thomas De Vreese, Dieter Vanhoof

**Account Team** : Max Fauconnier, Thijs Muësen

**Traffic:** Laurie Herbots

**Production company:** AKA De Mensen  
**Director:** Tom Willems

**Executive producer:** Eline Rousseau

**Producer**: Rana Cools

**Senior redacteur:** Bram Vandendriessche

**DOP**: Edouard Valette

**2nd AC**: Letizia Giorgi

**Production assistant**: Lara Vromman

**Projections**: Studio Regie

**Sound**: Feras Daouk

**Sound radio**: Neal Willaert

**H&MU**: Yente Verheyen

**Editor**: Kobe Van Baekel

**Sound design**: Eli Sunderman

**Grading**: Tom Mulder

**Media agency:** PHD

**Strategic Director:** David Driesmans

**Digital Media Planner:** Axelle Ballieu