

## **CREDITS**

**AGENCY:** TBWA\Belgium

**CLIENT:** Delhaize

Aude Mayence, Isabel Broes, Nadine Kienen, Zara Versaen, Sara Holbrecht, Annelore Van Hove

**CAMPAIGN TITLE:** Voor alle goede gewoontes die blijven, blijven wij gezond goedkoper maken. - Pour toutes les bonnes habitudes qui restent... ou pas, chez nous, manger sain reste moins cher.

**CREATIVE DIRECTOR:** Frank Marinus

**CREATIVE TEAM:** Stijn Klaver, Chiara De Decker, Stefan Dias, Julien Riviezzo, Sandrine Rozenberg, Florence Francois

**DIGITAL CREATIVE TEAM:** Inge Bracke, Anujin Magnaijargal

**COPYWRITING:** Nadine Claes, Sarah Pierrequin

**ACCOUNT TEAM:** Geert Potargent, Marieke Michils, Nathalie Thollebeek, Thomas Hoogmartens

**STRATEGY:** Bert Denis, Kristof Janssens, Veerle Verlinden

**INTEGRATED BRAND STRATEGIST:** Jolien Van Heyste, Katrien Rousseau

**TRAFFIC:** Elien Cardon, Christine Lips

**DIRECTOR STUDIO:** Danny Jacquemin

**RETOUCHES:** Marianne Gualtieri, Karol Cepowicz

**DTP:** Marianne Gualtieri, Karol Cepowicz, Léa Leborgne

**DIGITAL PRODUCTION:** MAKE

**PROJECTS MANAGEMENT TEAM:** Stijn Punie, Ken Kools, Stijn Mertens

**ONLINE PRODUCTION:** Ruben Temmerman

**PHOTOGRAPHY:** Studio Wauters

**AGENCY PRODUCER:**

Lore Desmet / Sophie Scheck / Cindy De Mooter

**PRODUCTION:**

Producer: Ben Wevers

Director: Jan Boon

**POST-PRODUCTION COMPANY: MAKE**

Post-producer: Leslie Verbist

Offline: Helena Overlaet-Michiels

Online: Elke D'Haese

Sound: Gwenn Nicolay + mix: Nicolas Van Ruysevelt

**SOCIALS PRODUCTION COMPANY: MAKE**

Producer: Leslie Verbist

Online: Nabil El Hajjouti

**RADIO PRODUCTION COMPANY: MAKE**

Producer: Raf Cyran

Sound: Gwenn Nicolay & Nicolas Van Ruysevelt

**MEDIA AGENCY: MindShare**

**MEDIA PLANNERS:** Wouter Proot, Laura Monteleone, Angelique Pistidda, Stéphanie Van Geit, Gilles Nevens