**Value**

**McDonald’s®**

**TBWA**

**Client**

Marketing Director: Philipp Wachholz

Digital Marketing Manager: Laurie Struyf  
Digital Assets Specialist: Chelsea Van Nerum

**Creative Team**

Creative Director: Jeremie Goldwasser

Executive Creative Director: Jeroen Bostoen

Creative team: Régine Smetz & Tom Cole

Copywriters: Manu De Wit

Digital Creative: Pol Labaut

**Account Team**

Client Services Director: Bénédicte Ernst

Account Director: Elien Onclinx

Account Manager: Sanah Walravens

Account Executive: Kevin Van Melkebeke

Traffic Manager: Matthias Ceulemans

**Studio**

Director studio: Danny Jacquemin

Retouches/DTP: Axel Nedee, Victor Wilmots

Art Buying: Elly Laureys

**Head of AV Production MAKE**

Mieke Vandewalle

**Agency Producers**

Lore Desmet

**Production company TVC: CZAR**

Producer: Lander Engels

Regisseur: Salsa

DOP: Sander Vandenbroucke

**Post-production TVC: MAKE**

Post-producer: Greet Van Thillo

Offline: Robin De Praetere

Online: Robin De Praetere – Stijn Van Assche

Grading: Joost Vankerckhove

Music & Sound: Gregory Caron

**Post-production Radio: MAKE**

Post-producer: Lauranne van der Heyden

Sound: Gwenn Nicolaij & Nicolas Van Ruysevelt

**Digital Production**

Digital Production Agency: MAKE

Project Manager: Philippe Hulhoven

**Strategy**

Helena Gheeraert, Louise Marinus

**Media**

Media Agency: OMD

Media Planner: Jonathan Rijavec

Digital Planner: Supeeres Verschraegen