**CREDITS ‘Het gat in de markt’**

**Brand:** KBC

**Campaign Title:** KBC en TBWA presenteren ‘Het gat in de markt’

**Single or campaign:** O Campaign

**Media:** O Animatiefilmpje

O Affichage in de KBC-kantoren & POS

O Advertenties in kranten & magazines

O Postering op leegstaande panden

O Radio: 30” op Q-music, Radio 1, Radio 2, Nostalgie NL, Studio Brussel

O Bannering

O Web: [www.kbc.be/hetgatindemarkt](http://www.kbc.be/hetgatindemarkt)

**Creative Director:** Jan Macken, Gert Pauwels

**Creative Team:** Geert Verdonck, Menno Buyl, Lander Janssens, Chiara De Decker

**Design:**  Estelle Vanduynslager, Anthony Buyssens

**Account team:** Catherine Hamers, Yann Billen, Katrien Crabbe, Geert Potargent

**Strategy:** Bert Denis, Vicky Willems

**Media Arts:** Sylvie Dewaele

**Media Agency:** Mindshare

**Client\*:**

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**Production agency:**

* Animation production team:
  + Coordination: Mieke Vandewalle, Sarah Bornauw
  + Animation: Volstok
  + Production & Postproduction: SAKE
  + Sound Engineer:  SAKE - Jan Pollet
* Radio production:
  + Coordination: Mieke Vandewalle & Veerle Van Melkebeke
  + Sound Engineer: Jan Pollet
* Digital team
  + Coordination: Jan Casier
  + Design: Anthony Buyssens
  + Developpers: Diederik Van Remoortere, Gilles Vandenoostende, Gunther Sijmens
* Data team
  + Filip Champagne
* Print production team: Elly Laureys, Annick Cohen

**Date of first publication/airing (dd/mm/yy):** 04/02/2013