**CREDITS**

**Brand:** KBC

**Campaign Title:** KBC Verzekeren

**Single or campaign:** Campaign

**Media:** TV, Radio, Social, Bannering, Print, Kantooraffichage, POS

**Creative Director:** Jan Macken

**Creative Team:** Thomas De Vreese, Menno Buyl, Chiara De Decker, Paul Van Oevelen, Greg Van Buggenhout

**Account team:** Geert Potargent, Catherine Hamers, Charlotte Smedts

**Production agency:**

* TV & Radio production team: Saké
* TV production house: Caviar
* Bannering: Digital Craftsmen

**Client:**

* Valérie Bracke, head of Brand & Communication KBC
* Client adress: Brusselsesteenweg 100, 3000 Leuven