

The logo for Leo Burnett, featuring the name 'Leo Burnett' in a stylized, handwritten script font. The 'L' is large and loops around the 'e' in 'Leo'. The 'B' is also large and loops around the 'u' in 'Burnett'. The signature ends with a long, horizontal flourish.

## Fiat Freemont The Kid Car Journalists Campaign

Client: Fiat

Contact: Alexandre De Preter, Yves Callebaut

Agency: Leo Burnett Brussels

Creative Directors: Tom Looockx, Jorrit Hermans

Creation: Sophie Colens, Isabelle Hubinon

Design: Benoît Germeau

Production: Luc Sneyers, Dominique Salvo

Account Director: Rodolphe Coonen

Account Manager: Ingrid De Bie

Illustrator/Typographer: Mehdi Dewalle

Car photographer: Elvis Los

Car journalist: Erwan Bouwmans

RTV Producer: Marc Van Buggenhout

Video Production company: Air Jordens / Leo Burnett Brussels

Video Producer: An Jordens / Leo Burnett Brussels

Video Director: Sophie Colens, Isabelle Hubinon

Video Editor: Nicolas Dedecker

Media: print DM, eDM, digital movie, POS, PR