**Technische fiche**

Strategic Director: Peter Verbiest  
Executive creative director: Stef Selfslagh  
Creative direction: Odin Saillé, Niels Schreyers  
Creative team: Hans Kerkhoff en Raoul Maris  
Managing director: Inge Vander Velpen   
Campaign manager: Marieken Maes  
Design director: Jonas Verheijden  
Design team: Geoffrey Feitsma, David Prinsmel

Marketing Communications Director De Persgroep: Pascale Coppens  
Chief Commercial Officer De Persgroep Publishing: Koen Verwee