**CREDITS**

**Agency :**

TBWA\Belgium

**Client**:

Delhaize

**Campaign Title:**Dit jaar maakt Delhaize gezond goedkoper.

**Creative Director:**

Frank Marinus

Jan Macken

Willem Van den Hoof

**Creative Team:**

Stijn Klaver - AD

Chiara De Decker – Copy

Inge Bracke – Digital creative

Stefan Dias - Copy

Julien Riviezzo – Copy FR

Albin Barry – Copy FR

Florence Gobert - AD

**Account team:**

Marieke Michils – Group Account Director

Sharon Lavaert – Account Direcotr

Nathalie Thollebeek – Account Executive

Laure Ghekiere - Account Executive

**Strategy :**

Kristof Janssens – Strategic Director

Helena Gheeraert – Strategic Planner

**Content strategist :**

Jolien Van Heyste

**Design:**

Christophe Liekens

Estelle Vanduynslager

**Production company:** \MAKE

Director: Jan Boon

TV-producer: Lore Desmet

Post-production:

Co-production: Make, Volstok en De Kwekerij

Post-producers: Sarah Bornauw, Elien De Brouwer, Lore Desmet en Geneviève Paindaveine

**Motion Design :**

Sander Heremans

**Projects Management Team :**

Max Van der Beken

Jeniffer Van Regemeuter

**Online production:**

Digital Craftsmen

**Online declination:**

Nadine Claes

Chiara De Decker

Lauranne Benidlle

**Studio**

Christine Lips

Lea Leborgne

Marianne Gualtieri

**Media Agency :**

MindeShare