

Launch SNOW

- Credits -

CLIENT = KPN GROUP BELGIUM

Client team

Kristiaan Pauwels – Head of Broadband & Fixed Line

Kathleen Vandezande – Communication Manager Broadband & Fixed Line

AGENCY = FAMOUS

- **Creation:**
 - Creative Direction:
 - Tim Driesen
 - Creative team:
 - Iwein Vandevyver & Tom Jacobs
 - Copywriting & adaptations:
 - Annick Van Broeck,
 - Yves Donceel,
 - Philip Vandenberg,
 - Fabio Cipriano
 - Brand & graphic design:
 - Xavier Segers,
 - Pieter Nijs
- **Strategy:**
 - Elisabeth Roelandt,
 - Jonathan Detavernier (online)
- **Account team:**
 - Management supervision:
 - Carola Michiels
 - Account Direction:
 - An Van den Cruyce
 - Account Management:
 - Martine Vandenbosch,
 - Charlotte Ghekiere,
 - Patricia Van De Kerckhove
 - Planning:
 - Leen d'Hooghe
- **PR:**
 - Liesbeth Pyck
 - Anne-Cécile Collignon
- **Social media:**
 - Klaas Willaert,
 - Jonas Sprengers
- **Production:**
 - Online project Management:
 - Bart Segers,
 - Olivier Van Rompaey
 - TV en event producer:
 - Patricia Van De Kerckhove
 - Print producer:
 - Marja Donckers,
 - Stefaan Dufoer
 - Artwork:

- Franco Scaramuzza,
 - Emilie Boudart
- **Online creation & production:**
 - **TV interface:**
 - User experience design:
 - Pieter Nijs,
 - Frederic Vinckx
 - Graphic design:
 - Ken Wuytack
 - Development:
 - Alpha Networks
 - **Website:**
 - User experience design:
 - Frederic Vinckx
 - Webdesign:
 - Pieter Nijs,
 - Ken Wuytack
 - Development:
 - Stijn Huyberechts,
 - Thomas Mattheussen,
 - Benjamin Van Maldergem,
 - Bart De Bock
 - **Online bannering:**
 - Design:
 - Laurens Groven,
 - Xavier Segers,
 - Lauwrie De Pater
 - **Touch screens POS:**
 - User experience design:
 - Pieter Nijs
 - Design:
 - Pieter Nijs
 - Development:
 - Pieter Nijs,
 - Benjamin Van Maldergem
 - Animation:
 - Whokilledjoe

Production companies:

- **TV campaign:** Whokilledjoe
- **TV user interface:** Alpha Networks
- **Infographic:** 2frame, Cobra
- **Stunt:** Raul & Rigel, 2frame