**Flip The Rules**

**Samsung**

**TBWA**

**Client**

Laurence Vandermeer

Helena Wilmet

Anneleen Moens

Caroline Hombroukx

Inge Hermans

**Creative Team**

Creative Director: Thomas Driesen

Copywriter: Luca Garcia

Art Director: Ema Vukas

**Reputation**

Client Service Director: Anne-Cécile Collignon

PR Consultants: Nell Dumortier

**Account Team**

Account Director: Aubry Crock

**Strategy**

Innovation Strategist: Henri Wuyts

Connection Planning: Elena Cisco

**Agency Producer**

Lore Desmet

**Production**

Production Company: Wenneker

Executive Producer: Ben Wevers

Producers: Roxanne Wyllemann

Regisseur: Anthony Nti

DOP: Virgil Leclercq

Researcher & Reporter: Marco Bellusci

**Post-Production**

Post-Production Company: MAKE

Post-producer: Leslie Verbist

Offline: Frederik Vandewalle

Online: Pierre Mailly

Grading: Joshua Borrill

Sound: Mathieu Grillo

Music: Abraham Blue

**Photography**

Photographer: Jules Emile

Art Buyer: Elly Laureys

Retouching: Bert Geurs