**CREDITS**

**Client: BMW Belux:** Steven De Deyne, Alice Verbeke, Geraldine De Landtsheer, Mireille Vanhoecke, Magali Cauwe

**Campaign Title: #askBMW**

**Single or campaign:** O Single x Campaign (one or more media is used)

**Media:** X Outdoor O Poster X Mag X Dailies

X Indoor / POS X Radio O TV X Web

X Direct Mail O Activation O Viral X Mobile

O Other:

**Creative Director:** Steven Janssens

**Creatives:** Philip De Cock, Arnaud Bouclier, Willem De Geyndt, Paul Wauters, Arnaud Henckaerts

**Social creative:** Charlotte Mulders

**Digital Strategist:** Sam Nipius

**Account team:** Bénédicte Ernst, Jeroen Costermans, Valérie De Vooght, Stijn De Corte, Louise Bodson, Sanah Walravens

**Digital Design & production:** MAKE & Digital Crafstmen

**Radio production:** MAKE

**Sound:** Jan Pollet, Gwenn Nicolay (MAKE)

**Media Agency:** Initiative