Strategy: Peter Verbiest, Tom Himpe  
Creative direction: Stef Selfslagh, Odin Saillé  
Creative: Dieter Vanhoof  
Campaign manager: Francesco Caccamese  
Digital project manager: Dimitri Honlet  
Design director: Jonas Verheijden  
Design team: Geoffrey Feitsma, Sven Verfaille  
Video production: Random Amsterdam, De Chinezen  
Development: Karel-Jan Van Haute, Jelle Vuylsteke, Steven Oeyen, Bart Plessers