**CREDITS
AGENCY** : TBWA\Belgium

**CLIENT**: McDonald’s Belgium
Laurence Anckaert

**CAMPAIGN TITLE**: i’m leuven’ it

**CREATIVE DIRECTOR:** Jérémie Goldwasser
**CREATIVE TEAM:** Roel Spelkens, Jonas Van Bael

**ACCOUNT TEAM:** Elien Onclinx, Charlotte De Backer

**TRAFFIC**: Laurie Herbots

**DIRECTOR STUDIO**: Danny Jacquemin

**DTP** : Patrizia Secci, Karol Cepowicz