**FACTSHEET**

Advertiser: Champion (Federal-Mogul)

Client: Nadine Heymans

Agency: BBDO

Creative Directors: Chris Goossens, Sebastien De Valck, Arnaud Pitz

Art Director: Thierry Wiebking

Copywriters: Bart Van Goethem, Robbie Cap

Managing Director Client Service: Isabel Peeters

Account Team: Elke De Witte, Stefan Paesschesoone

Online Creative Director: Jan Algoed

Digital Project Manager: Wouter Has

Head of Design: Eric Leurquin

Online designers: Guillaume Janne, Robbie Bardijn

Online Copywriter: Sofie Willems

DM Copywrtier: Tom de Block

Graphic Designer: Jorrit Michiels

Social Media Writer: Jelle Willaert

Production company: Who Killed Joe

Producers: David Vermander, Alexandra Lannoy

Director: Koen Van Sande

DOP: Laurens Degeyter

DOP-assistant: De Colla

Sound: Hannes Leemans

Photographer Koen Demuynck

Montage: Stijn Deconinck, Montagewinkel