**Credits**

Agency: Happiness Brussels

Client: Canon

Client contact: Filip Vandenbempt

Account Director: Mattias Vermeire

Account Manager: Coline Hercot, Morgane Juget

Chief Creative Officer: Geoffrey Hantson

Creative Director: Katrien Bottez

Concept Providers: Thibaut Castaing, Gil Gauniaux

Photography: Stephane Opdenbosch

Director/Editor: Simon Schuurman

Head of Production: Bart Vande Maele

Producers: Dominique Turnbull, Pascal Delfosse

Head of Design: Dries Lauwers

Design: Emilie Wauthelet

Soundtrack: Jaan Hantson

Music: Jaan Hantson

Photo Editor: [Antoine Melis](https://www.antoinemelis.com)/[Tom Vandewiele](http://www.digitalimaging.be)

Labo: [Object Care](https://object-care.be)

Psychologist: [Lotte Smets](https://www.lottesmets.be/overlotte)

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