**CREDITS**

**AGENCY**: TBWA\Belgium

**CLIENT**: Delhaize

Aude Mayence, Isabel Broes, Jo Boone, Benedicte Leytens, Lauren Van Bylen, Annelore Van Hove

**CAMPAIGN TITLE**: Kook goed en goedkoop. Kleine Leeuw? Kleine prijs! // Cuisinez bien pour presque rien. P’tit Lion ? P’tit prix !

**CREATIVE DIRECTOR:** Frank Marinus

**BRAND CREATIVE TEAM:** Stijn Klaver, Chiara De Decker, Stefan Dias, Yannick Pringels, Ymke Smets, Sandrine Rozenberg, Florence Francois, Inge Bracke, Robin De Wachter

**DIGITAL CREATIVE TEAM:** Inge Bracke, Robin De Wachter

**COPYWRITING:** Chiara De Decker, Yannick Pringels, Ellen Stoffels, Veerle Blyckers, Sarah Pierrequin

**ACCOUNT TEAM:** Marieke Michils, Laure Ghekiere, Louise Dutron, Charlotte Rooseleer

**STRATEGY**: Bert Denis, Kristof Janssens, Dorien Mathijssen

**INTEGRATED BRAND STRATEGIST:** Dorien Mathijssen, Zineb Berrag

**TRAFFIC**: Elien Cardon, Christine Lips

**DIRECTOR STUDIO**: Danny Jacquemin

**RETOUCHES:** Lea Leborgne, Marianne Gualtieri

**DTP:** Lea Leborgne, Karol Cepowicz, Axel Nedee

**DIGITAL PRODUCTION**: MAKE

**PROJECTS MANAGEMENT TEAM:** Stijn Punie, Annelies Eskens, Olivier Berger

**DIGITAL PRODUCTION: MAKE**

Projectmanagement Team: Stijn Punie

Online production: Matthias Deruddere, Annelies Eskens, Olivier Berger

Display ads: Matthias Deruddere, Annelies Eskens, Olivier Berger

**HEAD OF AV PRODUCTION MAKE:** Mieke Vandewalle

**AGENCY PRODUCER:** Lore Desmet

**PRODUCTION COMPANY:  MAKE**

TV Producer:  Lore Desmet

Producer: Simon Verhoeven

Regisseur: Seppe Thys

DOP:  Wouter Gerrits

**POST-PRODUCTION COMPANY:  MAKE**

Post-producer: Greet Van Thillo

Offline: Volstok

Online: Volstok

Grading: Volstok

Animatie leeuwtjes: Volstok

Regisseur animatie: Wouter Sel

Producer Volstok: Sarah Verhofstadt

Sound:Jan Pollet
 **PHOTO PRODUCTION: MAKE**

Food fotograaf: Studio Wauters

**MEDIA AGENCY:** MindShare

**MEDIA PLANNERS**: Claudia Pacitti, Laura Monteleone, Stéphanie Van Geit, Simon Vagenhende