

IKEA KÜSS – the inspirational pillow

Client: IKEA

Client contact: Miguel Aguza, Peter Jongert

Creative Director: Odin Saillé, Peter Ampe

Art Director: Antoinette Ribas

Copy: Gregory Ginterdaele

Account team: Francis Lippens, Kaat De Brandt, Astrid De Paep

Strategic team: Dominique Poncin, Maarten Van Daele

Graphic Designer: Charles Kaisin

Studio: Coraline Barbé

Agency producer: Brigitte Verduyckt

Production: Who Killed Joe

Activation: Escape Event

Production: Gutenberg Networks