**CREDITS**

**Brand: KBC**

**Campaign Title: Campagne ‘Dubbel Verzekerd’**

**Single or campaign:** Campaign (one or more media is used)

**Media:**

* Outdoor
* DM
* Mag
* Radio
* Indoor/POS
* Web (online platform & bannering)
* TV (billboard)

**Creative Director:** Jan Macken, Gert Pauwels

**Art Director:** Usman Abdul, Lander Janssens, André Plaisier

**Copywriter:** Eric Debaene, Veerle Blykers, Chiara De Decker

**Account team:**

Client Service director: Geert Potargent

Account Director: Catherine Hamers

Account Executive: Katrien Crabbe

**Strategy:** Vicky Willems

**Client\*:**

* Advertising/Marketing Manager’s name: Jo Dejonckheere & Wendy Janssens
* Client adress: Brusselsesteenweg 100, 3000 Leuven
* Telephone number: 016/86.43.88

**Production agency:**

* RTV Production team: SAKE

Digitale affichage: SAKE

* Digital team (bannering): ADIOS
* Art Buying: Elly Laureys

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