**EOY campaign**

**McDonald’s®**

**TBWA**

**Client**

Clients: Susanne Sward, Laurie Struyf, Chelsea Van Nerum

**Creative Team**

Executive Creative Director: Jeroen Bostoen

Creative Director: Jeremie Goldwasser

Creative concept: Dieter Vanhoof & Thomas De Vreese

Creatives: Wilfrid Morin

Social Creative Director: Jonas Van Bael

Social creative team: Pol Labaut & Julien Roubaud

Social copywriter: Ellen Stoffels

**Design**

Sebastien Tirot

**Account Team**

Client Services Director: Bénédicte Ernst

Account Director: Elien Onclinx

Account Manager: Lore Boghmans

Account Executive: Tibo Van Bever

**Strategy**

Senior Brand Strategist: Philippe Gerin

Integrated Brand Strategist: Louise Marinus

**PRODUCTION COMPANY**: HAMLET

Executive Producer : Mathias Kerner

Producers: Julie Bosteels

Regisseur: Yousef

DOP: Maxie Desmet

**POST-PRODUCTION COMPANY:** MAKE

Agency producer: Lore Desmet

Post-producer: Leslie Verbist, Greet Van Thillo

Offline: Martin Leroy

Online: Nabil El Hajjouti & Pierre Mailly

Grading: Kene Illegems

Sound & Music TVC: Studio Henri

Sound & Music Radio: Gwenn Nicolay

**PR**

Laure Miquel-Jean, Amelie Scheepers, Maxence Paternotte

**Studio**

Studio company: MAKE

DTP: Léa Leborgne

**Digital**

Digital Production Agency : MAKE

Project Manager: Philippe Hulhoven, Stijn Punie

**Print Production**

Michel Prairial

**Media**

Media Agency: OMD