**Maestro campaign**

**McDonald’s®**

**TBWA**

**Client**

Clients: Philipp Wachholz, Laurence Anckaert

**Creative Team**

Executive Creative Director: Jeroen Bostoen

Creative Director: Jeremie Goldwasser

Creative concept: Vital Schippers

Social Creative Director: Jonas Van Bael

Social creative team: Pol Labaut & Julien Roubaud

Creatives: Tom Cole & Régine Smetz

Social copywriters: Ellen Stoffels, Manu De Wit

**Account Team**

Client Services Director: Bénédicte Ernst

Account Director: Elien Onclinx

Account Manager: Lore Boghmans

Account Executive: Kevin Van Melkebeke

**Strategy**

Strategic Planner: Louise Marinus

Connection Strategist: Elena Cisco

**PR**

Louise Castelein & Laure Miquel-Jean

**PRODUCTION COMPANY:** CZAR

Executive Producer: Eurydice Gysel

Producers:  Maarten De Sutter

Regisseur: Raf Wathion

DOP:  François Starr

**POST-PRODUCTION COMPANY:**  MAKE

Agency producer & Post-producer: Geneviève Paindaveine

Offline: Hans Desmet

Online: Maarten Van Bavel

Grading: Joost van Kerckove

Sound: Gwenn Nicolay – Jan Pollet – Nicolas van Ruysevelt

**Photography**

Photography company: Studio Wauters

Photographer : Marc & Bart Wauters

**Art Buying**

Elly Laureys

**Studio**

Studio company: MAKE

Retouches & DTP: Bert Geurs

DTP: Axel Nédée

**Digital**

Digital Production Agency : MAKE

Project Manager: Philippe Hulhoven, Stijn Punie

**Print Production**

Michel Prairial

**Media**

Media Agency: OMD