**CREDITS ‘Het gat in de markt’**

**Brand:** KBC

**Campaign Title:** KBC en TBWA presenteren ‘Het gat in de markt’

**Single or campaign:** O Campaign

**Media:** O Animatiefilmpje

 O Affichage in de KBC-kantoren & POS

 O Advertenties in kranten & magazines

 O Postering op leegstaande panden

 O Radio: 30” op Q-music, Radio 1, Radio 2, Nostalgie NL, Studio Brussel

 O Bannering

 O Web: [www.kbc.be/hetgatindemarkt](http://www.kbc.be/hetgatindemarkt)

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

**Creative Team:** Geert Verdonck, Menno Buyl, Lander Janssens, Chiara De Decker

**Design:**  Estelle Vanduynslager, Anthony Buyssens

**Account team:** Catherine Hamers, Yann Billen, Katrien Crabbe, Geert Potargent

**Strategy:** Bert Denis, Vicky Willems

**Media Arts:** Sylvie Dewaele

**Media Agency:** Mindshare

**Client\*:**

* Advertising/Marketing Manager’s name: Paul Daels, Jurgen Noel, Jo Dejonckheere
* Client adress: Brusselsesteenweg 100, Leuven
* E-mail: paul.daels@kbc.be, jurgen.noel@kbc.be, jo.dejonckheere@kbc.be

**Production agency:**

* Animation production team:
	+ Coordination: Mieke Vandewalle, Sarah Bornauw
	+ Animation: Volstok
	+ Production & Postproduction: SAKE
	+ Sound Engineer:  SAKE - Jan Pollet
* Radio production:
	+ Coordination: Mieke Vandewalle & Veerle Van Melkebeke
	+ Sound Engineer: Jan Pollet
* Digital team
	+ Coordination: Jan Casier
	+ Design: Anthony Buyssens
	+ Developpers: Diederik Van Remoortere, Gilles Vandenoostende, Gunther Sijmens
* Data team
	+ Filip Champagne
* Print production team: Elly Laureys, Annick Cohen

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