**CREDITS**

**AGENCY** : TBWA\Belgium

**CLIENT**: Delhaize

Aude Mayence, Isabel Broes, Jo Boone, Sara Holbrecht, Bénédicte Leytens,   
Charlotte Van Der Perre, Annelore Van Hove

**CAMPAIGN TITLE**: Eet als een kampioen – Mangez comme un champion

**CREATIVE DIRECTOR:** Frank Marinus

**CREATIVE TEAM:** Stijn Klaver, Chiara De Decker, Stefan Dias, Julien Riviezzo, Alex Ameye, Sandrine Rozenberg, Florence Francois

**DIGITAL CREATIVE TEAM:** Inge Bracke, Alexandra Crismer, Anujin Magnaijargal

**COPYWRITING:** Nadine Claes, Sarah Pierrequin

**ACCOUNT TEAM:** Geert Potargent, Marieke Michils, Laure Ghekiere, Charlotte Dejonghe, Stijn De Corte

**STRATEGY** : Bert Denis, Kristof Janssens, Veerle Verlinden

**INTEGRATED BRAND STRATEGIST:** Jolien Van Heyste, Katrien Rousseau

**TRAFFIC**: Elien Cardon, Christine Lips

**DIRECTOR STUDIO**: Danny Jacquemin

**RETOUCHES**: Marianne Gualtieri, Karol Cepowicz, Eclipse creative retouching

**DTP**: Marianne Gualtieri, Karol Cepowicz

**DIGITAL PRODUCTION**: MAKE

**PROJECTS MANAGEMENT TEAM:** Stijn Punie, Ken Kools

**ONLINE PRODUCTION:** Annelies Eskens

**PRODUCER:** Elly Laureys, Sarah Theys

**PHOTOGRAPHY:** Jef Boes, Studio Wauters

**AGENCY PRODUCER:**

Lore Desmet

**PRODUCTION:**

Producer: Ben Wevers

Director: Jan Boon

**POST-PRODUCTION COMPANY: MAKE**

Post-producer: Leslie Verbist, Shana Duprez

Offline & Online: Helena Overlaet-Michiels

Sound: Gregory Caron

**SOCIALS PRODUCTION COMPANY: MAKE**

Producer: Leslie Verbist, Shana Duprez

Online:Bert Bocanete, Nabil el Hajjouti

**RADIO PRODUCTION COMPANY: MAKE**

Producer:Raf Cyran

Sound: Nicolas Van Ruysevelt, Gwenn Nicolay

**MEDIA AGENCY:** MindShare

**MEDIA PLANNERS:** Wouter Proot, Laura Monteleone, Angelique Pistidda, Stéphanie Van Geit, Gilles Nevens