**Value 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: Toon Vanpoucke & Morgane Choppinet

Creatives: Wilfrid Morin

**Account Team**

Client Services Director: Bénédicte Ernst

Account Director: Elien Onclinx

Account Manager: Lore Boghmans

**Strategy**

Integrated Brand Strategist: Louise Marinus

**PRODUCTION COMPANY:** Wenneker

Executive Producer: Ben Wevers

Producers: Femke Doom

Regisseur: Rogier Hesp

DOP: Kamiel Doens

**POST-PRODUCTION COMPANY**: MAKE

Agency producer: Lore Desmet

Post-producer: Greet Van Thillo

Offline: Liesbeth Van Sele

Online: Maarten Van Bavel

Grading: Kene Illegems

Sound: Gwenn Nicolay/Mathieu Grillo/Jan Pollet

Music: Gregory Caron

**Studio**

Studio company: MAKE

DTP: Bert Geurs, Léa Leborgne

**Digital**

Digital Production Agency : MAKE

Project Manager: Philippe Hulhoven, Laura Paulus

**Print Production**

Michel Prairial

**Media**

Media Agency: OMD