**McValue**

**McDonald’s®**

**TBWA & OMD**

**Client**

Chief Marketing Officer: Hans Verwimp

Head of Brand & Menu: Goele Smeyers

Brand Lead: Ornella Cala

Digital Lead: Anouk Wijnants

Brand specialist: Justine Van Theemsche

Customer Experience Lead: Sofie Kegels

**TBWA Creative Team**

Creative Director: Frank Marinus

Creative Concept: Thomas Cappelle, Mathias Lemielle

Social Creative Team: Pol Labaut, Julien Roubaud, Jari Kesteloot, Johana Verbeeck

Creatives: Philip De Cock, Maxence Saint-Clair, Ellen Stoffels

**TBWA Account Team**

Ophélie Vanhagendoren, Lore Boghmans, Tibo Van Bever

**Strategy**

TBWA: Kim Leunen, Laurent Colson, Nick Moors

OMD: Koen Vanhooydonck

**OMD Media Team**

Client Lead: Aylin Eskin

Account team: Bella Kabeya, Tahmina Naimi

AV: Véronique Bulens, Gwendoline Bertrand

Social Media: Louise Van Meerhaeghe

Digital Display & OLV: Véronique Daxbek

OOH: Christophe Nolf

**TBWA PRODUCTION**

Agency producer: Cindy De Mooter & Shana Duprez

Production Company: Make

Producers: Rien Behaeghe & Ben Wevers

Regisseur: Fred De Loof

Photographers: Studio Wauters

DOP: Charlie Severe

**TBWA POST-PRODUCTION COMPANY: MAKE**

Post-producer TVC: Greet Van Thillo

Post-producer Socials: Greet Van Thilo

Offline TVC & Socials: Elke D'haese/Cas De Bruijn

Online TVC: Elke D'haese/Stijn Van Assche/Maarten Van Bavel

Online Socials: Cas De Bruijn

Grading: Francois Dubois

Sound: Gwen Nicolaij/Mathieu Grillo

**TBWA Digital**

Digital Production Agency : MAKE

Project Manager: Philippe Hulhoven

**TBWA Studio**

Studio company: MAKE

Head of DTP: Danny Jacquemin

DTP: Caroline Stiernet, Léa Leborgne

**TBWA Print Production**

Michel Prairial, Ron Devroede