**CREDITS**

**AGENCY**: TBWA\Belgium

**CLIENT**: ING

Inés Fernández, Louise Van Heel, Charlotte Mahieu, Thomas Vande Velde

**CAMPAIGN TITLE**: Daily Banking Salary Campaign

**EXECUTIVE CREATIVE DIRECTOR:** Jeroen Bostoen

**CREATIVE TEAM:** Greg Van Buggenhout, Olaf Meuleman

**COPYWRITING:** Vincent Nivarlet, Wilfrid Morin

**DIGITAL CREATIVES:** Tessa Segers, Jonas Van Bael

**ACCOUNT TEAM:** Bénédicte Ernst, Virginie Cuypers, Valerie de Vooght

**STRATEGY**: Kristof Janssens, Dorien Mathijssen

**TRAFFIC**: Laurie Herbots

**DIRECTOR STUDIO**: Danny Jacquemin

**DTP:** Steven De Vlieger, Caroline Stiernet

**DIGITAL PRODUCTION**: MAKE

**PROJECTS MANAGEMENT TEAM:** Stijn Punie, Matthias Deruddere, Annelies Eskens

**HEAD OF AV PRODUCTION MAKE:** Mieke Vandewalle

**AGENCY PRODUCERS**

Cindy De Mooter, Mieke Vandewalle

**PRODUCTION COMPANY:**  Czar

Executive Producer : Eurydice Gysel

Producers: Lander Engels

Regisseur: Kai Schonrath

DOP: Grimm Vandekerckhove

**POST-PRODUCTION COMPANY:** MAKE

Post-producer: Greet Van Thillo – Leslie Verbist

Offline: Kai Kniepkamp

Online: Maarten Van Bavel

Grading: Tom Mulder

Sound: Gwenn Nicolay

Music: Donna Summer – She works hard for the money

**MEDIA AGENCY:** Initiative