**Advertiser:** IKEA

**Client(s):** Miguel Aguza, Peter Jongert

**Title:**No hearts for Valentine's

**Agency:**DDB Brussels

**Creative Director:** Peter Ampe

**Strategy:**Dominique Poncin**,**Maarten Van Daele

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**Copywriter:**Jonathan d’Oultremont

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**Account Executive:**Astrid De Paep

**Media:**Outdoor

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