**Air McDo**

**McDonald’s®**

**TBWA & OMD**

**Client**

Chief Marketing Officer: Hans Verwimp

Head of Brand & Menu: Goele Smeyers

Brand Lead: Ornella Cala

Digital Lead: Ngoc Lan Vo

Brand specialist: Justine Van Theemsche

Customer Experience Lead: Sofie Kegels

**TBWA Creative Team**

Creative Director: Jeremie Goldwasser

Creative Concept: Thomas Cappelle, Mathias Lemielle

Social Creative Team: Pol Labaut, Julien Roubaud

Creatives: Steven Janssens, Philip De Cock, Maxence Saint-Clair, Tiffany Van Den Abeele, Ellen Stoffels

**TBWA Account Team**

Bénédicte Ernst, Lore Boghmans, Tibo Van Bever, Elisa Dausimont

**Strategy**

TBWA: Kim Leunen, Laurent Colson

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: Lore Desmet & Shana Duprez

Production Company: Lovo

Producers: François Chandelle & Nina De Taeye

Regisseur: Fred De Loof

Photographers: Studio Wauters

DOP: Virgil Leclerc

**TBWA POST-PRODUCTION COMPANY: MAKE**

Post-producer TVC: Greet Van Thillo

Post-producer Socials: Griet Wils

Offline TVC & Socials: Ward Geerts

Online TVC: Pierre Mailly/Stijn Van Assche

Online Socials: Pierre Mailly/Elke D’haese

Grading: Virgil Leclercq

Sound: Gwenn Nicolay/Jan Pollet

Music: ‘Voyage Voyage’ - Desireless

**TBWA Digital**

Digital Production Agency : MAKE

Project Manager: Philippe Hulhoven

**TBWA Studio**

Studio company: MAKE

Head of DTP: Danny Jacquemin

DTP: Victor Wilmot, Karol Cepowicz, Caroline Stiernet

**TBWA Print Production**

Michel Prairial