**CREDITS**

**AGENCY**: TBWA\Belgium

**CLIENT**: Delhaize

Aude Mayence, Isabel Broes, Nadine Kienen, Sara Holbrecht, Audrey Techy, Caroline Meas

**CAMPAIGN TITLE**: Dááág goede voornemens. Hallo goede gewoontes. // Bye bye bonnes résolutions. Hello bonnes habitudes.

**CREATIVE DIRECTOR:** Jeroen Bostoen, Frank Marinus

**CREATIVE TEAM:** Stijn Klaver, Sandrine Rozenberg, Julien Riviezzo, Stefan Dias, Chiara De Decker, Ymke Smets

**DIGITAL CREATIVE TEAM:** Inge Bracke, Anujin Magnaijargal

**COPYWRITING:** Johan Copermans, Sarah Pierrequin

**ACCOUNT TEAM:** Marieke Michils, Elien Limpens, Thomas Hoogmartens, Carolien Keutgens

**STRATEGY**: Kristof Janssens, Veerle Verlinden

**INTEGRATED BRAND STRATEGIST:** Jolien Van Heyste, Katrien Rousseau

**TRAFFIC**: Elien Cardon, Christine Lips

**DIRECTOR STUDIO**: Danny Jacquemin

**RETOUCHES**: Rani D’Hondt, Marianne Gualtieri, Karol Cepowicz

**DTP**: Rani D’Hondt, Karol Cepowicz

**DIGITAL PRODUCTION**: MAKE

**PROJECTS MANAGEMENT TEAM:** Stijn Punie

**ONLINE PRODUCTION:** Annelies Eskens, Tim Kaelen

**PHOTOGRAPHY:** Studio Wauters

**HEAD OF AV PRODUCTION MAKE:**

Mieke Vandewalle

**TV PRODUCER MAKE:**

Sophie Scheck

**PRODUCTION: MAKE**

Producer: Ben Wevers

Director: Jan Boon

DOP: Piet Deyaert

**POST-PRODUCTION COMPANY: MAKE**

Post-producer: Leslie Verbist

Offline: Xavier Pouleur

Assistant editor: Lisa Vermeulen

Online: Xavier Pouleur

Sound: Stockmusic (Music & Images)

Grading: Kene Illegems

**SOCIALS PRODUCTION COMPANY: MAKE**

Post-Producer: Leslie Verbist

Online:Sebastiaan Schols – Gill Vander Cluyzen

Sound: Gwenn Nicolay – Nicolas Van Ruyselvelt

**RADIO PRODUCTION COMPANY: MAKE**

Producer:Raf Cyran

Sound: Gwenn Nicolay

**MEDIA AGENCY:** MindShare

**MEDIA PLANNERS:** Wouter Proot, Laura Monteleone, Tamara Pauwels, Stéphanie Van Geit