

The logo for Leo Burnett, featuring the name 'Leo Burnett' in a stylized, handwritten script font. The 'L' is large and loops around the 'e' in 'Leo'. The 'B' is also large and loops around the 'u' in 'Burnett'. The signature ends with a long, horizontal flourish.

Bonux The Smart Campaign

Client: Procter & Gamble

Contact: Pieter De Pauw, Guillaume van Lierde, Vittoria Scagliusi,
Thomas Ammann

Agency: Leo Burnett Brussels

Creative Directors: Tom Looockx, Jorrit Hermans

Creation: Sophie Colens, Isabelle Hubinon

Strategy: Tom Looockx, Jorrit Hermans

Account Director: Kaat Danneels

Account Manager: Ellen Sonck

RTV Producer: Marc Van Buggenhout

Film Production Company: Monodot

Film Producer: Maarten Le Roy

Executive Producer: Tatiana Pierre

Film Directors: Lernert & Sander

DOP: Ram van Meel

Styling: Ferry Van der Nat

Editor: Koen Timmerman

Post Production Company: Condor Brussels

Sound Studio: Sonicville

Media: television, online