**CREDITS**

**Client: BMW Belux:** Pascale Goudvis, Geraldine De Landtsheer

**Campaign Title: BMW Electrified**

**Media:** O Outdoor O Poster O Mag X Dailies

 O Indoor / POS O Radio O TV X Web

 O Direct Mail O Activation O Viral X Mobile

 O Other:

**Creative Director:** Steven Janssens

**Creative:** Charlotte Mulders

**Digital creative:** Inge Bracke

**Copywriter:** Johan Copermans

**Designer:** Maxence Saint-Clair

**Account team:** Bénédicte Ernst, Jeroen Costermans

**Media Agency:** Initiative