**Chicken Big Mac®**

**McDonald’s®**

**TBWA**

**Client**

Marketing Director: Philipp Wachholz

Marketing Supervisor: Laurie Struyf

Digital Assets Specialist: Chelsea Van Nerum

**Creative Team**

Creative Director: Jeremie Goldwasser

Creative team: Régine Smetz & Tom Cole, Julian Lesceux & Bruno Giunta

Copywriters: Manu De Wit, Eric Debaene, Vincent Nivarlet, Ellen Stoffels, Sarah Pierrequin

Digital Creative: Pol Labaut

**Account Team**

Client Services Director: Bénédicte Ernst

Account Director: Elien Onclinx

Account Manager: Lore Boghmans

Account Executive: Charlotte De Backer

Traffic Manager: Laurie Herbots

**Studio**

Director studio: Danny Jacquemin

Retouches/DTP: Annick Cohen, Caroline Stiernet

**Agency TVC Producer**

Lore Desmet, Mieke Vandewalle

**Production company TVC: MAKE**

Producer: Ben Wevers

Regisseur: Fred De Loof

DOP: Thomas Buelens

**Post-production TVC: MAKE**

Post-producer: Geneviève Paindaveine, Leslie Verbist

Offline: Christophe Evrard

Online: Stijn Van Assche

Music: Gregory Caron

Sound engineer: Nicolas Vanruysseveldt

**Photography**

Studio Wauters

**Digital Production**

Digital Production Agency: MAKE

Project Manager: Philippe Hulhoven

**Media**

Media Agency: OMD

Media Planner: Michael Decoster

Digital Planner: Supeeres Verschraegen