FACTSHEET

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| Media: | | TV, Radio, print |
| Client: | | Kinderarmoedefonds, Kabinet Minister Lieten |
| Contact: | | Magda De Meyer, Lot Wildemeersch, Koen Devroey |
| Agency: | | BBDO Belgium |
| Creative directors:  Creative team  Graphic Design:  Strategic Director  Strategic Planner(s):  Account team: | | Arnaud Pitz, Sebastien De Valck  Frédéric Delouvroy, Michiel Baeten  Christophe Malotaux, Virginie Delaleu  Fons Van Dyck  Nina Vermaesen, Sandra Wille  Sandra Wille |
| TV producer: | | Leen Van den Brande |
| Radio Producer: | | Nicolas Van Poeck |
| Radio Studio: | | Raygun |
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