Strategy: Peter Verbiest, Tom Himpe
Creative direction: Stef Selfslagh, Odin Saillé
Creative: Dieter Vanhoof
Campaign manager: Francesco Caccamese
Digital project manager: Dimitri Honlet
Design director: Jonas Verheijden
Design team: Geoffrey Feitsma, Sven Verfaille
Video production: Random Amsterdam, De Chinezen
Development: Karel-Jan Van Haute, Jelle Vuylsteke, Steven Oeyen, Bart Plessers