**CREDITS**

**Brand:** KBC

**Campaign Title:** KBC en TBWA geven een Dikke Merci aan mensen die mensen helpen

**Single or campaign:** O Campaign

**Media:** O Affichage in de KBC-kantoren & POS

O Radio: 35” + 10” op StuBru, MNM, Q-Music, Joe FM,

Nostalgie, BRF

O TV:

* Introfilm 30”: on air van 01/10 tem 12/10 op VIER
* 9 Bedankingsfilms 60” + 10” billboard: on air van 15/10 tem 02/11 op VIER
* 10” billboard rond sparen: on air van 15/10 tem 02/11 op VIER

O Web: www.kbc.be/dikkemerci

**Creative Director:** Jan Macken, Gert Pauwels

**Creative Team:** Lander Janssens, Usman Abdul

Chiara Dedecker, Geert Verdonck

**Account team:** Client Service Director: Geert Potargent

Account Director: Isabel Broes  
Account Executive: Katrien Crabbe

**Strategy:** Vicky Willems

**Media Arts:** Sylvie Dewaele

**Client\*:**

* Advertising/Marketing Manager’s name: Paul Daels & Ingrid Letellier
* Client adress: Brusselsesteenweg 100, Leuven
* Telephone number: paul daels: 0495/59 81 35
* E-mail: [paul.daels@kbc.be](mailto:paul.daels@kbc.be), [ingrid.letellier@kbc.be](mailto:ingrid.letellier@kbc.be)

*\* this info is required whenever we’ll submit a case for an awards festival.*

**Production agency:**

* TV Production team:
  + Coordination: Mieke Vandewalle, Brigitte Baudine, Johanna Keppens
  + Regisseur: Guy Goossens
  + Cameraman: Johan Stoefs
  + Muziek: Jan Pollet (SAKE)
  + Production & Postproduction: SAKE
* Radio production team:
  + Coordination: Mieke Vandewalle & Veerle Van Melkebeke
  + Sound Engineer: Jan Pollet
* Digital Coordination team: Agency

**Date of first publication/airing (dd/mm/yy):** 01/10/2012