**Litter campaign**

**McDonald’s®**

**TBWA**

**Client**

Clients: Philipp Wachholz, Isabelle Verdeyen & Karen Schellekens

**Creative Team**

Executive Creative Director: Jeroen Bostoen

Creative Director: Jeremie Goldwasser

Creative team: Pieter Claeys, Greg van Buggenhout & Olaf Meuleman

Social copywriters Ellen Stoffels, Nadine Claes, Manu De Wit, Hedda Lubbers

**Account Team**

Client Services Director: Bénédicte Ernst, Geert Potargent

Account Director: Elien Onclinx

Account Manager: Lore Boghmans

Account Executive: Naomi Goossens

**Strategy**

Strategic Planner: Helena Gheeraert, Louise Marinus

Senior Connection Strategist: Jolien Van Heyste

**Design**

Designer: Sébastien Bontemps

**PR**

Quentin Glodé & Laure Miquel-Jean

**Studio**

Studio company: MAKE

DTP: Karol Cepowicz, Marianne Gualtieri

**Retouches**

Retoucheur: Bert Machielsen (Livingroom)

**Post-Production**

Post-production company: MAKE

Post-Producer: Geneviève Paindaveine & Elien De Brouwer

Monteurs: Xavier Pouleur, Nabil El Hajjouti

**Photography**

Photography company: Studio Wauters

Photographer : Marc Wauters

**Art Buying**

Elly Laureys & Polly Seynaeve

**Digital**

Digital Production Agency : MAKE

Project Manager: Philippe Hulhoven, Laura Paulus

Digital copywriter: Nadine Claes & Sarah Pierrequin

Digital production: Jaimy Vanaken & Koen Corneillie

**Print Production**

Michel Prairial

**Media**

Media Agency: OMD