**CREDITS**

**AGENCY** : TBWA\Belgium

**CLIENT**: Delhaize

Aude Mayence, Isabel Broes, Jo Boone, Zara Versaen, Bénédicte Leytens,
Audrey Vandenberghe, Annelore Van Hove

**CAMPAIGN TITLE**: Gezonder leven begint lokaal bij Belhaize – Vivre sainement, ça commence par du local chez Belhaize

**CREATIVE DIRECTOR:** Frank Marinus

**CREATIVE TEAM:** Stijn Klaver, Chiara De Decker, Stefan Dias, Julien Riviezzo, Alex Ameye, Ymke Smets, Sandrine Rozenberg, Florence Francois

**DIGITAL CREATIVE TEAM:** Inge Bracke, Alexandra Crismer, Anujin Magnaijargal

**COPYWRITING:** Nadine Claes, Sarah Pierrequin, Johan Copermans

**ACCOUNT TEAM:** Geert Potargent, Marieke Michils, Nathalie Thollebeek, Stijn De Corte

**STRATEGY** : Bert Denis, Kristof Janssens, Veerle Verlinden

**INTEGRATED BRAND STRATEGIST:** Jolien Van Heyste, Katrien Rousseau

**TRAFFIC**: Jana Malfroid, Christine Lips

**DIRECTOR STUDIO**: Danny Jacquemin

**RETOUCHES**: Marianne Gualtieri

**DTP**: Marianne Gualtieri, Patti Secci, Rani D’Hondt

**DIGITAL PRODUCTION**: MAKE & Digital craftsman

**PROJECTS MANAGEMENT TEAM:** Stijn Punie

**ONLINE PRODUCTION:** Matthias Deruddere, Annelies Eskens, Béatrice Bouuaert

**ART BUYER:** Elly Laureys

**PHOTOGRAPHY:** Annabel Sougné, Studio Wauters

**AGENCY PRODUCER:**

Lore Desmet

**PRODUCTION:**

Producer: Femke Timmers

Director: Jan Boon

**POST-PRODUCTION COMPANY: MAKE**

Post-producer: Lore Desmet / Elien De Brouwer

Offline & Online: Helena Overlaet-Michiels

Sound: Nicolas Van Ruysevelt

**SOCIALS PRODUCTION COMPANY: MAKE**

Producer: Lore Desmet / Elien De Brouwer

Online:Nabil el Hajjouti

**RADIO PRODUCTION COMPANY: MAKE**

Producer:Raf Cyran

Sound: Nicolas Van Ruysevelt

**ACTIVATION PLANNER:** Niels Janssens

**MEDIA AGENCY:** MindShare

**MEDIA PLANNERS:** Wouter Proot, Laura Monteleone, Angelique Pistidda, Stéphanie Van Geit, Benoit Hullaert, Gilles Nevens

**Special thanks to the following BAS students:** Carla Dejonghe, Jazz Sanusi, Raquel Moeyaert, Lara Vromman, Dorien Mertens