**CREDITS**

**Agency :** TBWA\Belgium

**Client**: KBC, Valérie Bracke, Diensthoofd Merk, Media en Externe Communicatie.

**Campaign Title:** KBC Goal alert. Een goal missen, dat blijft hangen.

**Creative Director:** Jan Macken

**Creative Team:** Kenn Van Lijsebeth, Greg Van Buggenhout

**Copywriting FR :** Wilfrid Morin, Vincent Nivarlet

**Design Team:** Olivier Verbeke

**DTP:** Annick Cohen

**Account team:** Jochen De Greef, Charlotte Smedts, Lore Boghmans

**Strategy :** Stephanie Vercruysse

**TV production**

Production company: Saké

Agency producers: Mieke Vandewalle, Audrey Dierickx, Shana Duprez

Producer postproduction: Leslie Verbist

Director: Michaël Bombeeck

DOP: Piet Deyaert

**Radio Production MAKE:**

Producers: Raf Cyran

Sound: Jan Pollet

**Media Agency :** Mindshare