**PRINT**

**BRAND Grande Braderie de la Mode Aides**

**BRAND MANAGEMENT Nathalie Gautier, Adeline Couppé, Antoine Henry, Charmaine Da Costa**

**Soares, Aurélie Duval**

**AGENCY BETC**

**AGENCY MANAGEMENT Sylvain Marchand-Bouzigues**

**EXECUTIVE CREATIVE DIRECTOR Stéphane Xiberras**

**ASSOCIATE CREATIVE DIRECTOR Julien Deschamps**

**ART DIRECTORS Sophian Bouadjera, Vincent Lesné**

**ART DIRECTOR ASSISTANT Bastien Sabot**

**COPYWRITER Lucas Bouneou**

**TRAFFIC Diana Polet Munoz**

**ART BUYING Stéphanie Giordano**

**PRODUCTION COMPANY Watch Out**

**ILLUSTRATOR Antoine Magnien**

**HEAD OF ACTIVATION STRATEGY Julien Levêque**

**DATE OF RELEASE 22/09/2017**

**AVAILABLE FORMATS Digital display / press**