



WEB

BRAND

Lacoste

BRAND MANAGEMENT

- Laetitia Laplace
- Constance Smith

AGENCY

BETC

AGENCY MANAGEMENT

- Olivier Vigneaux
- Brune Failliot
- Vanessa Elias

CREATIVE DIRECTORS

- Ivan Beczkowski
- Annick Teboul

ARTISTIC DIRECTORS

- Nicolas Casanova
- Lorene Garric

COPYWRITER

- Emmanuelle Labbé

STRATEGIC PLANNERS

- Sébastien Houdusse
- Raphael Hode

PRODUCTION

- Zach King

ON AIR

- October 20th

MEDIA PLAN

- Social networks