



BUTTERFLY EFFECT FILMS

BRAND

Schneider Electric

BRAND MANAGEMENT

Chris Leong : Executive Vice President, Global Marketing

Yee Thong Wong : VP, Brand and Campaign

Ray Chan : Schneider Electric Global Creative Director

Kate Hames : Global Marketing Lead Project Manager

Laura Johnson Hill : Editor in Chief

AGENCY

BETC DIGITAL

AGENCY MANAGEMENT

Olivier Vigneaux

President BETC Digital

Genevieve Rauner

Business Director

Danièle Manasseh

Account Director

Lucie Gillot

Project Manager

CREATIVE DIRECTOR

Ivan Beczkowski

President and Creative Director of
BETC Digital

CREATIVE TEAM :

Guillaume Rebbot

Head of creative group and copywriter

Alexandre Saad

Artistic Director

STRATEGIC PLANNING

Sebastien Houdusse

Head of engagement planning

Kevin Hutchings

Engagement planner

TV PRODUCER

Michel Teicher

Nicolas Marie

Germain Robin



PRODUCTION HOUSE :

RITA

SOUND PRODUCTION

THE

DIRECTOR

Jack Cole

MEDIA PLAN

ONLINE