
ACTIVATION

CLIENT - Lacoste

CLIENT MANAGEMENT

- Sandrine Conseiller
- Felipe Oliveira Baptista
- Mylène Atlan
- Stéphanie Tournier

AGENCY - BETC Paris

AGENCY MANAGEMENT

- Bertille Toledano
- Fanny Buisseret
- Benjamin Veaute

CHIEF CREATIVE OFFICER - Rémi Babinet

CREATIVE DIRECTOR - Antoine Choque

COPYWRITER

- Céline Mazza
- Olivier Aumard

ART DIRECTOR - Jonathan Baudet-Botella

AD ASSISTANT - Benoît Ferran

STRATEGIC PLANNER - Céline Mazza

HEAD OF ACTIVATION STRATEGY - Julien Levêque

PRODUCER - Karine Manzic

**PRODUCTION COMPANY
PRODUCER**

- ALLSO
- Franck Annese

MUSIC - Demon