Ministère des Transports

Campagne « Convivialité »

Improve the road users behaviour. Make it more respecful and positive.

CD: Didier Leclercq / Account: Will Kreutz

Illustrator: Pénélope Bagieu

Luxair

Campagne « Summer Special »

Promote the summer special offer: one single fare, many destinations.

CD: Didier Leclercq / Account: Will Kreutz – Géraldine Keil

Photographer: Frank Weber

Campagne « Primo »

 Promote the early booking with a single fare, round-trip flight.

CD: Didier Leclercq / Account: Will Kreutz – Géraldine Keil

Photographer: Frank Weber

Campagne « Business »

Present the company as the reference for business flights. Need to show several european destinations.

CD: Didier Leclercq / Account: Will Kreutz – Géraldine Keil

Photographer: Frank Weber

Bombardier

Introduce the new Bombardier planes, more eco-friendly, comfortable and quiet.

CD: Didier Leclercq / Account: Will Kreutz – Géraldine Keil

Photographer: Frank Weber

Fischer

Campagne « nouvelle identité »

Communication on the new CI.

CD: Didier Leclercq / Account: Will Kreutz – Géraldine Keil

Photographer: Christian Aschman

Campagne « produit »

Communication on the best-selling and seasonal products. Focus on the clients satisfaction.

CD: Didier Leclercq / Account: Will Kreutz – Géraldine Keil

Photographer: Christian Aschman

Foyer

Communication on the 2008 rate, not as good as the 2007’s, and the last 3 years average.

CD: Didier Leclercq / Account: Will Kreutz

KBL

Lifting of the logotype, communication on the company services.

CD: Didier Leclercq / Account: Will Kreutz

Mil Schlimé

Self promotion communication

Graphic designer: Anna Arbizzoni / Account: Will Kreutz