Belgium. Uniquely phenomenal.

Public institutions’ visual communication
Public institutions’ visual communication

1. Objectives, target audience and outline of the campaign
2. Visibility of partnerships
3. Press coverage
4. Social networks and website performance
5. Future activities
1. OBJECTIVES, TARGET AUDIENCE AND OUTLINE OF THE CAMPAIGN
Objectives and target audience

Context: Lockdown – attacks of 22 March 2016

Objectives

1. Creating a positive image for Belgium domestically and abroad.
2. Boosting the country’s attractiveness and visibility for tourists and investors.

Target audience 2017-2018

1. Belgium: citizens, tourists and international community present in Belgium.
   - Europe: France, Germany, The Netherlands, United Kingdom, Luxembourg, Spain, Italy, Switzerland
   - Non-Europes: United States, Canada, Japan, China and India
The campaign

Belgium. Uniquely phenomenal.

Belgium may be small in size, the country has great treasures and talents. Belgians are proud of their country, yet down to earth. Maybe this is because Belgians are modest, but above all it’s because they cultivate self-mockery. The Federal Government used this premise as the basis for the campaign, which is aimed at both Belgians and foreign visitors, both tourists and investors.

The campaign, which runs from 18 April 2017 to 31 December 2018, highlights Belgium's many attractions through humour and modesty. Because Belgians would rather laugh than brag. As actor Charlie Dupont said so well: "My country’s not on any map, it's a state of mind". There are two words therefore that perfectly fit Belgium. Uniquely phenomenal.
Communication strategy

Brand idea:
Uniquely phenomenal

Building the brand of Belgium & providing a response to the security issue

Paid social media
PR & Influence
Events
Digital display and postering

Partners

Campaign website and social media pages
Visual concept

Our astronomers discovered 7 Earth-like planets. They celebrated with beer, and dubbed the planets Trappist 1b, 1c, 1d...

We invented the saxophone. But we left the invention of jazz to others.

The Atomium was planned as a 6-month installation. Meanwhile, we're 60 years and a brilliant renovation later.

Everybody calls it the Venice of the North. We just call it Bruges.
Media posters – airports

Airport Brussels South-Charleroi
Social media
Examples of pop-up events

26 April – Giving out fries in the European district
28 April – Giving out waffles at Liège station
19 May – Jacques Brel tribute concert at Eurostation
21 May – Climbing the stairs in Cannes with Charlie Dupont
24 May – Reception for the international press at part of the NATO meeting
1 June – Giving out flowers at the Mont des Arts Dynastie Building
27 June – Giving out « small hands » biscuits at Antwerp railway station
17 June – 24 h of Le Mans
15 June – Festival Mural in Montreal
3 June – Red Devils’ Fan day
Examples of events

Summer of 2017: Bal National, National Holiday, Phenomenal Truck at the seaside, Agricultural Fair of Libramont, Gay Pride Antwerp, BSF, Young Village Francorchamps, ...

September 2017 – Mission to NY, press trip

October 2017 – Action ‘Défilé Manneken-Pis’ as part of the Fashion Week

November 2017 – State visit to India

December 2017 – Christmas Market

January 2018 - GIH video

February 2018 – CEPS Action (Centre for European Policy Studies)

March 2018 – State visit to Canada (videos)

April 2018 - Animation Laurent Gerbaux – royal reception at the Morgan Library & Museum in NY

Mai 2018 – Press trip to China
- **Mission to New York, press trip Sept. '17**
- **Phenomenal Truck at the seaside, Agricultural fair of Libramont, BSF, Antwerp Gay Pride… Aug. '17**
- **Launch of the campaign. Giving out fries, waffles April 18**
- **Posters at the Eurostation and concerts, NATO, Cannes. May '17**
- **Events at Mont des Arts, Antwerp Station, posters in Royal Park, 24h of Le Mans. June '17**
- **Festival Mural in Montreal – Red Devils’ Fan Day June '17**
- **State visit to India Nov. '17**
- **Fashion week Oct. '17**
- **Mission to New York, press trip Sept. '17**
- **Phenomenal Truck at the seaside, Agricultural fair of Libramont, BSF, Antwerp Gay Pride,… Aug. '17**
- **State visit to Canada March '18**
- **Virtual Reality stand at CEPS Feb. '18**
- **GIH shooting at Central Station Jan. '18**
- **Christmas Market, Social networks in China Dec. '17**
- **State visit to Canada March '18**
- **Airport video Charlie Dupont July '17**
- **Bal national, National Holiday, partnership with Tomorrowland, Young Village Francorchamps July '17**
- **Events at Mont des Arts, Antwerp Station, posters in Royal Park, 24h of Le Mans. June '17**
- **Festival Mural in Montreal – Red Devils’ Fan Day June '17**
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2. VISIBILITY OF PARTNERSHIPS
Federal partners: Federal Ministers, FPS Foreign Affairs / Embassies / Consulates / Foreign Trade Agency,

https://www.youtube.com/watch?v=TMigFgQ0cA8&feature=youtu.be
Federal Partner: Buildings Agency
Partnership with federated entities to organise press trips: regions, cities, …
Public and private partnerships: STIB, TEC, SNCB, Brussels Airport, Charleroi Airport, FEB, Fevia, Publifer, etc.
Belfius

https://www.facebook.com/BelPhenomenal/videos/10155308433995912/
All partners at a glance

Belfius, National Lottery, BOZAR, Brussels Airlines, Brussels Airport, FEB, FEVIA, STIB, TEC, SNCC, PUBLIFER, Delvaux, Brightfish, BELSPO, FPS Foreign Affairs, Buildings Agency, Jacques Brel Foundation, the Atomium, Bruxelles ma Belle, Charlie Dupont, Jean-Marie Pfaff, Philippe Geluck and his cat, Denis Meyer, Jean-Claude Van Damme, Stromae, ‘le Grand Jojo’, Jean-Luc Fonck, Girls in Hawaii, Daan, Willy and Wanda, Kim Clijsters, Justine Henin, the Red Flames, Tom Boon, the Sana sisters, Patrick Weber, Marec, Dan Gagnon, the Belgian embassies in France, Austria, Poland, England, Canada, the United States, Burkina Faso, Thailand, China, Ivory Coast, India, Japan, Spain, Russia…
3. PRESS COVERAGE
Brussels' Manneken-Pis Dresses Up for Fashion

Belgium has devised a unique way to celebrate its fashion credentials with a campaign that dresses its famous statue of a boy urinating in an array of designer outfits.

By Van Agtveld on October 6, 2017

-63%
Studentenkort
DM
Lees nu 1 of 2 jaar C
Morgen met een extra
studentenkorting tilt

In Brussel:

L'ana, un grand marché de Noël a Bruxelles.

Tour des marchés de Noël en Belgique

-63%
Studentenkort
DM
Lees nu 1 of 2 jaar C
Morgen met een extra
studentenkorting tilt

15 of the best Christmas markets in Europe

Voor de thuisblijvers:
IJssculpturenfestival in Brugge

BLOG

ge Railway Station: A Work Of Art In Photos

• 337014 15 357 • Updated 31/10/2017 12:45:57

times a train station is just somewhere you pass through, without giving it more than the departure boards. Not the Lige-Guillemins railway station in Belgium, though, which has become a tourist attraction in its own right due to its futuristic design and the fact that it is a work of art to explore.

• 337014 15 357 • Updated 31/10/2017 12:45:57

If your train is late there's also an art gallery built into the station's design: the station opened in September 2009, one of the first shows featured the work of Salvador Dalí. The very first exhibition was '20 in 1994', a title which fits for it. This was so successful there was a sequel, 'I was 20 in 1995' followed by the current show, 'I will be 20 in 2030.'

Recent Stories

EVELYN

JOSEPH

POLITICS
ENTERTAINMENT
LIFESTYLE
TECH
PARENTS
VIDEO
MORE

SHOPPING AROUND
DRINKING AROUND
Overall results of press coverage

More than 100 articles in total

Total media value: € 1,957,089

Total value Invest actions: € 274,104

BELGIUM

72 articles in Belgium
Dutch: 27 articles
French: 47 articles

14 articles in China

8 Articles in the UK

2 articles in USA

2 articles in Spain

2 articles in the Netherlands

2 articles in France

1 article in Luxembourg

14 articles in Belgium

8 articles in the UK

2 articles in USA

2 articles in Spain

2 articles in the Netherlands

1 article in Luxembourg
4. SOCIAL NETWORKS AND WEBSITE PERFORMANCE
Results Social Networks

34,415 fans

Chart Title
Some videos

417,502 views
256,735 views
166,613 views
204,206 views
813,787 views
322,931 views
964,054 views
727,655 views
558,280 views
558,280 views
1,579,535 views
1,734,635 views

Partnersroom: https://uniquely-phenomenal-belgium-partner-room.prezly.com/s/9039da4568fed6d4751893d24c26057d4f264cae#
Focus on the videos State Visit to Canada

Dan Gagnon – Manneken Pis
Views: 257 K

Dan Gagnon – Surrealism
Views: 126.8 K

Consul Hubert Roisin
Views: 91.1 K

Brewers
Views: 4.2 K

Film
Views: 89.7 K

Alice on the roof
Views: 88.3 K
Top posts around events

Video Views

Red Devils – BE
Video Views: 66.948
Invested: 486€

Belgium vs. United Kingdom - BE
Video Views: 62.969
Invested: 485,99€

Belgium vs. Tunisia - BE
Video Views: 56.313
Invested: 485,99€
Top posts around events

Engagement

Belgium vs. United Kingdom – BE
Engagement: 9,88%
Invested: 242,99€

Belgium vs. Brasil - BE
Engagement: 1,38%
Invested: 242,9€

Belgium vs. France - BE
Engagement: 1,13%
Invested: 242,99€
La Belgique séduit la Chine à coups de «likes» et de «hashtags»

Dès le début de l'année 2018, le pays belge a vu son influence croître en Chine. Des entreprises et des institutions belges ont profité de la popularité croissante de leurs produits et services pour se faire connaître davantage. Les médias sociaux ont joué un rôle essentiel dans cette stratégie, en particulier les plateformes chinoises comme Weibo et WeChat.

La Belgique dispose d'un potentiel touristique impressionnant, notamment grâce à sa cuisine, son histoire et son patrimoine culturel. Les autorités belges ont donc voulu profiter de cette opportunité en lançant une campagne de promotion sur les réseaux sociaux. Les photos et vidéos de belles destinations touristiques ont été partagées, ainsi que des前沿 news and articles about Belgium’s appeal to China through social media and hashtags.

People visit Royal Greenhouses of Laeken in Brussels, Belgium

A staff member of the Royal Greenhouses of Laeken in Brussels, Belgium, on May 3, 2018. Built in the 19th century, the glasshouses are open to the public for about three weeks in the spring time. The people in the best can enjoy the view of nature. (Xinhua Photo)
PRESS TRIP CHINA

OBJECTIVE
Strengthen the ‘Belgium’ brand in China and present the many attractions that Belgium has to offer and that make the country unique.

ACTION
Invite 15 Chinese journalists and influencers for a 3-day trip to Belgium, in collaboration with the three regions (Brussels, Flanders, Wallonia).

*Analysis carried out by OSL in June 2018 on the basis of 14 press articles and 94 social media posts
PRESS TRIP CHINA – PRESS

RESULTS
14 press articles

<table>
<thead>
<tr>
<th>JOURNALIST</th>
<th>MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liu</td>
<td>JUN</td>
</tr>
<tr>
<td>Yan</td>
<td>REN</td>
</tr>
<tr>
<td>Zhang</td>
<td>YUNLONG</td>
</tr>
<tr>
<td>Yang</td>
<td>HONG</td>
</tr>
<tr>
<td>Shi</td>
<td>JINGHONG</td>
</tr>
<tr>
<td>Wang</td>
<td>XIOJUN</td>
</tr>
<tr>
<td>Liu</td>
<td>CHANJUAN</td>
</tr>
<tr>
<td>Martin</td>
<td>BUXANT</td>
</tr>
</tbody>
</table>
RESULTS
94 social media posts

<table>
<thead>
<tr>
<th>INFLUENCERS</th>
<th>AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liu</td>
<td>SUFEN 4,092,670</td>
</tr>
<tr>
<td>Wang</td>
<td>SIBO 2,091,432</td>
</tr>
<tr>
<td>Teng</td>
<td>ANZHEN 1,435,310</td>
</tr>
<tr>
<td>Cui</td>
<td>Xiangming 523,934</td>
</tr>
<tr>
<td>Xia</td>
<td>Yang 507,993</td>
</tr>
<tr>
<td>Zhang</td>
<td>Xiaoguang 505,329</td>
</tr>
<tr>
<td>Ying</td>
<td>Zhang 50,000</td>
</tr>
<tr>
<td>Li</td>
<td>PEI Photographer of Liu Sufen</td>
</tr>
</tbody>
</table>
World Cup June 2018
Phenomenal Truck: July – August 2018
Tourism Arrivals in Belgium in 2017

ARRIVALS IN BELGIUM FROM OUR TARGET COUNTRIES IN 2017

Source: Chiffres préliminaires – Visit Flanders - Arrivées en Belgique – Août 2018
Tourism Arrivals in Belgium in 2018

**ARRIVALS IN BELGIUM FROM OUR TARGET COUNTRIES IN 2018**

<table>
<thead>
<tr>
<th>Country</th>
<th>2017</th>
<th>2018</th>
<th>Trend 2017 -2018 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgique</td>
<td>2,233,090</td>
<td>2,369,841</td>
<td>5.8%</td>
</tr>
<tr>
<td>Pays-Bas</td>
<td>501,878</td>
<td>504,296</td>
<td>0.5%</td>
</tr>
<tr>
<td>Allemagne</td>
<td>252,322</td>
<td>275,911</td>
<td>8.5%</td>
</tr>
<tr>
<td>France</td>
<td>425,564</td>
<td>474,791</td>
<td>10.4%</td>
</tr>
<tr>
<td>Angleterre</td>
<td>233,974</td>
<td>253,165</td>
<td>7.6%</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>32,890</td>
<td>32,372</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Italie</td>
<td>80,581</td>
<td>83,076</td>
<td>3.0%</td>
</tr>
<tr>
<td>Espagne</td>
<td>103,184</td>
<td>112,155</td>
<td>8.0%</td>
</tr>
<tr>
<td>Suisse</td>
<td>30,341</td>
<td>34,544</td>
<td>12.2%</td>
</tr>
<tr>
<td>Etats-Unis</td>
<td>94,915</td>
<td>108,491</td>
<td>12.5%</td>
</tr>
<tr>
<td>Canada</td>
<td>15,999</td>
<td>15,068</td>
<td>-6.2%</td>
</tr>
<tr>
<td>Japon</td>
<td>21,309</td>
<td>26,292</td>
<td>19.0%</td>
</tr>
<tr>
<td>Chine</td>
<td>43,605</td>
<td>54,630</td>
<td>20.2%</td>
</tr>
<tr>
<td>Inde</td>
<td>9,999</td>
<td>12,718</td>
<td>21.4%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,079,651</strong></td>
<td><strong>4,357,350</strong></td>
<td><strong>+6.37%</strong></td>
</tr>
</tbody>
</table>

Source: Chiffres préliminaires – Visit Flanders - Arrivées en Belgique – 2018
THANK YOU FOR YOUR ATTENTION