

Union of Belgian Advertisers

EuroPCom 2019



Taking brands further

Inclusion in



Today in Belgium

Facts:

- **Race** : 20% of the Belgian population have an external Belgium background
- **Age** : Age pyramid is slightly reversing
- **Orientation** : LGBTQI+ Community is growing
- **Gender** : the share of highly skilled women is gradually exceeding the share of men

Today in Belgium

What do we see?

- White
- 25-40
- Heterosexual
- Male

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What is UBA doing

- **WW Initiative**: Relaying the WFA around the Unstereotype
- **Self-Regulation**: Support of the Conseil de la Publicité and the JEP for a more Responsible Communication Ecosystem
- **Regulation**: Support of the CSA in their Unstereotype Study conducted (2018)
- **Local initiatives**:
 - Ethno Marketing Initiative Support (2017)
 - UBA trends Day with Inclusion as major topic (2018)
 - Executive Forum about “How unstereotype advertising can help brands” (2018)
 - UBA Responsible Communication Charter (2018)
 - UBA Unstereotype Communication Charter (2019)
- UN-Women Unstereotype Alliance (2019)

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Why are we doing this?

- Advertising has a social role to play
- Multiculturality, gender equality, silver is the new gold etc... are real
- Being inclusive in Marketing & Communication means business uplift

Today in Belgium

Nevertheless...



Today in Belgium

Hopefully...



#DARETOSPONSOR

HOW WE GOT ATHLETES WITH INTELLECTUAL DISABILITIES THE SPONSORS THEY DESERVE.

OBJECTIVE: Special Olympics provides sports training and competition for people with intellectual disabilities. Because sports are a great way to create inclusion. They are funded by private partners. The objective for this campaign was to get new sponsors.

INSIGHT: Professional athletes get huge sponsor contracts. And all they have to do is wear a brand's shoes, headphones or shave in a commercial.

IDEA: With #Daretosponsor we presented our athletes not as a good cause, but as a good investment. Because they don't mind holding your product, running in your shoes or featuring on a can. We copied all clichés in an online film. And targeted big brands through famous athletes. Creating a social dialogue between athletes, brands and Special Olympics.

MEDIA: Next to a film on social media and extensive PR. We put a billboard in front of Procter & Gamble's headquarters. Placed banners on marketing websites. And sent a follow up direct mail, containing a can featuring one of our athletes.

RESULT: All media combined we had a total reach of 23,4 million and generated media value of €3,086,000. Not bad for a B2B campaign. But most importantly, so far, 12 major brands have committed to a long term partnership. Receiving a sponsoring budget of over 1 million euro. With a cost of €80K, that means we had a return on investment of about 12,5 times the campaign budget. And today still, we are talking with new potential partners. Because every athlete deserves a top sponsor.

Together with famous athletes we turned the campaign into a social dialogue with brands.

SPECIAL OLYMPICS PLAY UNIFIED

Play Sports, McCauley, RHP PARIBAS, AQUARIUS, JOHNSON & JOHNSON, eil, M, Nestlé, P&G, Red Bull, Coca-Cola, Gillette

Conclusion

There is still a lot to do...

- Keep on working on a better Advertising Ecosystem
- Education
- Monitoring
- Conciliation
- Sanction

Thank you

