



Tuesday 18 April will mark the federal authorities' launch of a communication campaign aimed at supporting the country's positive image, both in Belgium and abroad. The campaign spotlights 99 good reasons for visiting Belgium and investing there (because 100 would be a bit over the top). May that quirky note set the tone for what follows.

Belgium may be small in size, but it's rich in talent and has many treasures to share. In short, Belgium is a country that makes its inhabitants proud, albeit in a modest way, since Belgians are also very good at laughing at themselves. Indeed, Belgium's self-deprecating character is the basis on which the Federal Government is hanging the entire campaign, which is aimed at Belgians and foreign visitors alike, whether as tourists or investors.

Proud, but not boastful

The light-hearted campaign, which will run for two years, will showcase the many attractions that Belgium has to offer, based on the country's inherent modesty. Because Belgians prefer laughing at themselves than bragging. As the actor Charlie Dupont put it so well: *"My country is no size at all, it's more a state of mind"*. The tongue-in cheek slogan 'Uniquely phenomenal' sums up Belgium in a nutshell.

An extensive poster campaign will start on 18 April in major towns and cities across the country. The posters will also be present at airports, stations and other public places that are visited by thousands every day. Poster headlines include uniquely Belgian insights such as *"You'll never hear our monks say they brew the world's best beer. They've taken a vow of silence."* And *"Chocolate is best when it's kept out of the sun. No surprise that the best is found in Belgium."*

Taken up by social media, these tag lines will create a viral, international campaign. The advantage of this approach is that messages can be targeted specifically and efficiently to audiences based on the specific time of year and the focus of people's interest. A website, available in four languages, will use the same style to reiterate 99 good reasons for liking Belgium and discovering (or re-discovering) the best the country has to offer in art, fine cuisine, tourism, sport, culture and good living.

Winning back investors and tourists

Both the website and the campaign will spread the word about Belgium's qualities to foreign investors. As a veritable breeding ground of exciting talent and hub of leading-edge technology in the heart of a huge market, Belgium has plenty of appeal. The campaign will primarily target our neighbouring countries, plus Canada, China, Japan and the United States. The campaign will also be actively supported by members of the Federal Government, with Belgium's network of embassies and consulates backing efforts by Prime Minister Charles Michel, Deputy Prime Minister Alexander De Croo and Deputy Prime Minister Didier Reynders and Secretary of State Pieter De Crem to extend its reach during official trips abroad.

Targeted sporting, cultural, business or simply festive and community-based events will also be organised to reach specific audiences, based on their interests. These get-togethers in Belgium and abroad will provide opportunities to convey the campaign's positive message to the maximum number of people.

Finally, a colourful array of some 50 new emoticons has been specially designed for the campaign, featuring people, places and things symbolising Belgium. Available via a mobile app, these brand new, very Belgian emoticons will teach everyone how to “speak Belgian”.



Dedicated press office

A dedicated press office has been set up to help Belgian and foreign media outlets with their coverage of the campaign and of Belgium. Maintaining permanent contacts with journalists, particularly via its representatives in other countries, this office will share the latest content, send out invitations to exclusive events and put journalists in contact with ministers and other leading figures who will promote Belgium’s interests both here and abroad.

Numerous Belgian partners have already expressed an interest in helping to boost the profile of this campaign, including STIB/MIVB, TEC, SNCB/NMBS, the National Lottery, Brussels Airlines, Belfius Bank and Insurance, the Federation of Enterprises in Belgium (FEB/VBO), the Belgian Food and Drink Federation (FEVIA), Bozar, the Belgian Science Policy Office (BELSPO), the Belgian Buildings Authority and the Federal Public Service Foreign Affairs.

Today, together, we want the whole world to know that **Belgium is uniquely phenomenal.**

www.uniquelyphenomenal.be

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