

Traditional media for greater visibility and impact

The campaign will also be supported by traditional media, both in Belgium and abroad. By “traditional media” we mean classic online advertising (banners) and posters, with the campaign being based mainly on the written word. As with social media, the ads will follow a specific plan of communication peaks, depending on the territories targeted by the campaign.



How do you tell the story about Belgium?



The important thing about engaging an audience is that you have a story to tell. Which is not easy when there are so many audiences. You can't talk to an American in the same way as a Belgian or someone from Japan – not to mention an art-lover or a cycling fan. So, to get across the story that Belgium is “uniquely phenomenal”,

the campaign is based mainly on communication using social networks because these outlets offer unequalled potential for options in terms of targeting and personalisation. But as you would expect, this side of the campaign will also be supported by more traditional media.

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BELGIUM  uniquely PHENOMENAL

.be



Belgium: Uniquely phenomenal.

BELGIUM  uniquely PHENOMENAL



Belgium: this funny little country that we love so much. This country that makes its inhabitants so proud. It may be modesty, of course, but particularly because we like to laugh at ourselves in Belgium. A little too much even, some might say. So much so that we could be reproached for being too critical. Having said that, there are so many positive things to say about Belgium. And then there are the attacks we experienced on 22 March 2016. These events provided an opportunity for some outside observers to indulge in some “Belgium-bashing”.

So the federal government is committed to restoring Belgium’s image by launching a communication campaign aimed as much at Belgians as at foreign visitors, whether they be tourists or investors, lovers of history or fine food, highly creative or with their feet planted firmly on the ground. Giving Belgium a welcome boost of positivity will make it more attractive to everyone because, let’s face it, our country is fairly bursting with attractions.

Campaigns usually begin by positioning the product being promoted. This positioning exercise has resulted in summarising Belgium in two words. Literally just two words. Which may smack a little of mission impossible, but in fact those two words say it all:

Belgium. Uniquely Phenomenal.

This signature makes a great starting point. It enables us to focus on everything that makes Belgium exciting, while at the same time respecting the modest and very unique nature of the Belgians. After all, don’t we talk about “Belgitudes”, Belgian humour, surrealism Belgian-style, Belgian compromise?

Starting 18 April, Belgium will be campaigning



Do you know what “www”, roller skates, the seven Earth-like planets discovered in the universe, the bridge on the River Kwai, plastic, the steam-powered car, the Big Bang Theory, the dynamo and modern asphalt all have in common? Drum roll... they were all invented or discovered by Belgians. We could also add that it was in Belgium where the Communist Party Manifesto was written by Karl Marx and Friedrich Engels. Or that the Belgian coast boasts the longest tram route in the world. Or that Belgium is the venue each year for Tomorrowland, the biggest techno festival on the planet. We could do all that, of course. But that’s not the Belgian way. Belgians prefer to laugh rather than boast. As the actor Charlie Dupont says: *“My country is no size, it’s a state of mind”.*

So we have decided to showcase Belgium, its people and their many qualities. Right now we want the whole world to know exactly how Belgium is uniquely phenomenal. On 18 April we will be kicking off the process with a huge poster campaign in Belgium’s major towns and cities, in locations where hundreds of thousands of people from everywhere pass by every day. We will then broadcast these messages to other countries via social media. The advantage of this is that we can accurately target audiences based on the calendar, their areas of interest and demographic details. By featuring specific subjects, we can more efficiently attract the type of tourists or investors who will be interested in Belgium.

So the idea is to reach out to people based on their interests, then remind them with follow-up messaging that celebrates the more generic don’t-miss attractions Belgium has to offer. And depending on the countries we are targeting, we will also be highlighting specific events. All online communication will direct visitors to the www.uniquelyphenomenal.be website, which is available in four languages. It’s the hub of all things Belgium, the place where online surfers can discover 99 great reasons for visiting Belgium or investing there. Why 99? Because 100 would be over the top.

PR: Phenomenal Resources

(Yes, we’re talking about you!)

As you know, social media and influencers have an essential role to play in the success of any campaign. Which is why it is entirely natural for us to suggest you become an integral part of it. How? We will be setting up a dedicated press office that will create a media programme specifically for you. And because contact will be of-the-moment, you’ll receive content before anyone else gets to hear it. You will also be invited to attend exclusive events. And don’t hesitate to contact us if you need a few good tips when producing your reports about the (many!) qualities of Belgium.

Finally and above all, the press office will put you in direct contact with the members of the government who will be promoting the interests of Belgium. These are Prime Minister Charles Michel, the ministers Alexander De Croo and Didier Reynders and secretary of State Pieter De Crem. Members of the federal government will also increase the number of trips they take abroad to promote the features and benefits of our country.



Infinite number of partners

The campaign is designed to be ongoing and highly flexible. It will be adaptable to virtually all formats and all topics. Therefore, it is vital that we find partners in Belgium who have the visibility needed for everyone to benefit from everyone else. Many partners have already indicated their interest. You may have heard of some of them: Federation of Enterprises in Belgium (FEB), Belgian Food and Drink Federation (FEVIA), Brussels Intercommunal Transport Company (STIB), the public transport operator in Wallonia (TEC), National Lottery, Belgian National Railway Company (SNCB), Brussels Airlines, Belfius Bank and Insurance, BOZAR, BELSPO, Federal Public Service for Foreign Affairs, Public Buildings Administration... The list is long.

Events and bonuses

The campaign will also be run in events mode, aimed directly at the people of Belgium. On the programme are sporting, cultural, music, festive and civic events – right across Belgium and also abroad – which will provide an opportunity to our positive message about Belgium. Uniquely phenomenal. And as a fun and appealing bonus, aimed at everyone, we are also launching a range of emoticons. Designed specifically for the campaign, they represent locations and objects that are symbolic of Belgium. These little pictograms – never published before, simple, highly coloured and definitely from Belgium – will enable everyone to communicate Belgian-style. These emoticons are contained on the attached USB memory stick. You can start using them right away, mentioning #BelPhenomenal.

