

PRESS RELEASE

Leo Burnett, a year in 10 months

New campaigns, people, clients and awards

Last year became a strong transitional year for Leo Burnett Brussels. The agency got a new creative management and released some remarkable campaigns, highlighting Bonux for P&G and the Fiat Cabrio Days, worth 3 Bronze Eurobest Awards.

On 14 February 2011 Tom Looockx and Jorrit Hermans started as Creative Directors at Leo Burnett Brussels. The ex-Boondoggle team joined the management and developed, together with Barbara Vangheluwe and Sven Wouters, a personal vision and method with the Fiat Cabrio Days campaign as a first outcome. A radio campaign that immediately became a successful PR and activation campaign.

For P&G and its low-cost washing powder Bonux, Leo Burnett created The Smart Campaign: six television films made by the hands of Dutch video artists Lernert & Sander in which all clichés of washing powder commercials bit the dust one by one. The campaign also proved that television is in fact capable of creating online conversion value with #bonux in Twitter feeds, Facebook statuses and blog posts worldwide.

With The Most Remote Postbox for Jeep, Leo Burnett sought and found Belgium's most remote post box and used it to send a mailing for Jeep. Whoever received the mailing, could follow the Jeep Compass track online to the post box in question. Or how a paper invitation could become a sign of your brand promise.

The Kid Car Journalists, two 8-year-old boys, were the first Belgian journalists to review the new Fiat Freemont, a family car meant for the whole family. The idea was that a family car has to be tested by the whole family. Leo Burnett brought The Kid Car Journalists to Autokanaal.be's editorial office.

In 2011, the agency won the Samsung account for mobile, audio-visual and home appliances. The first interactive campaign was the Samsung Speed Deal, a web game that allowed you to win free prizes via a mobile live stream on which random deals were being typed.

2011 was also the year of new people at Leo Burnett. Willem De Wachter and Thomas Thysens have formed the junior creative team. Veronique Allard became Traffic Manager and Annelies Degens started as Account Manager.

At the end of November, Leo Burnett Brussels won 3 Bronze Eurobest Awards and a Silver Epica Award for the Fiat Cabrio Days. The IP campaign was nominated in the Awards as Self Promotion of the Year, and Creative Directors Tom Looockx and Jorrit Hermans received the nomination for Creatives of the Year 2011. On 27 January 2012 the Merit Awards will be presented.



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