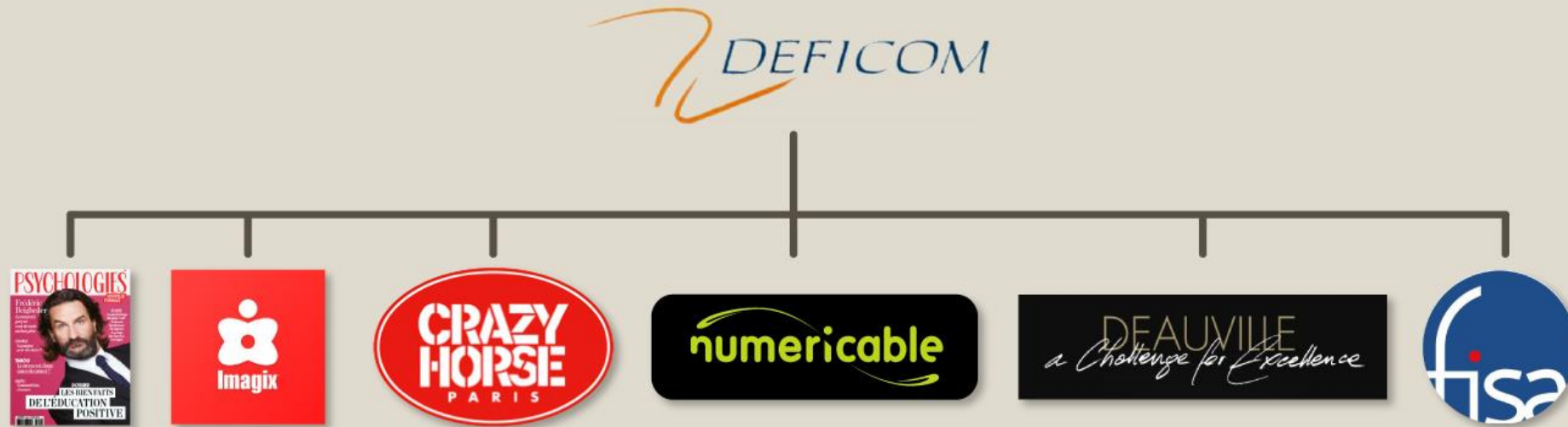


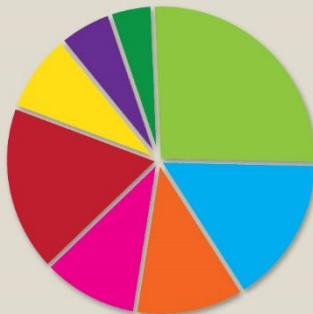
DEFICOM GROUP



FISA

LIFESTYLE

- FOOD
- HOLIDAY
- SPORT
- ZENITH



HOUSING

- DECO
- BATIBOUW



Holiday

SPORT

+

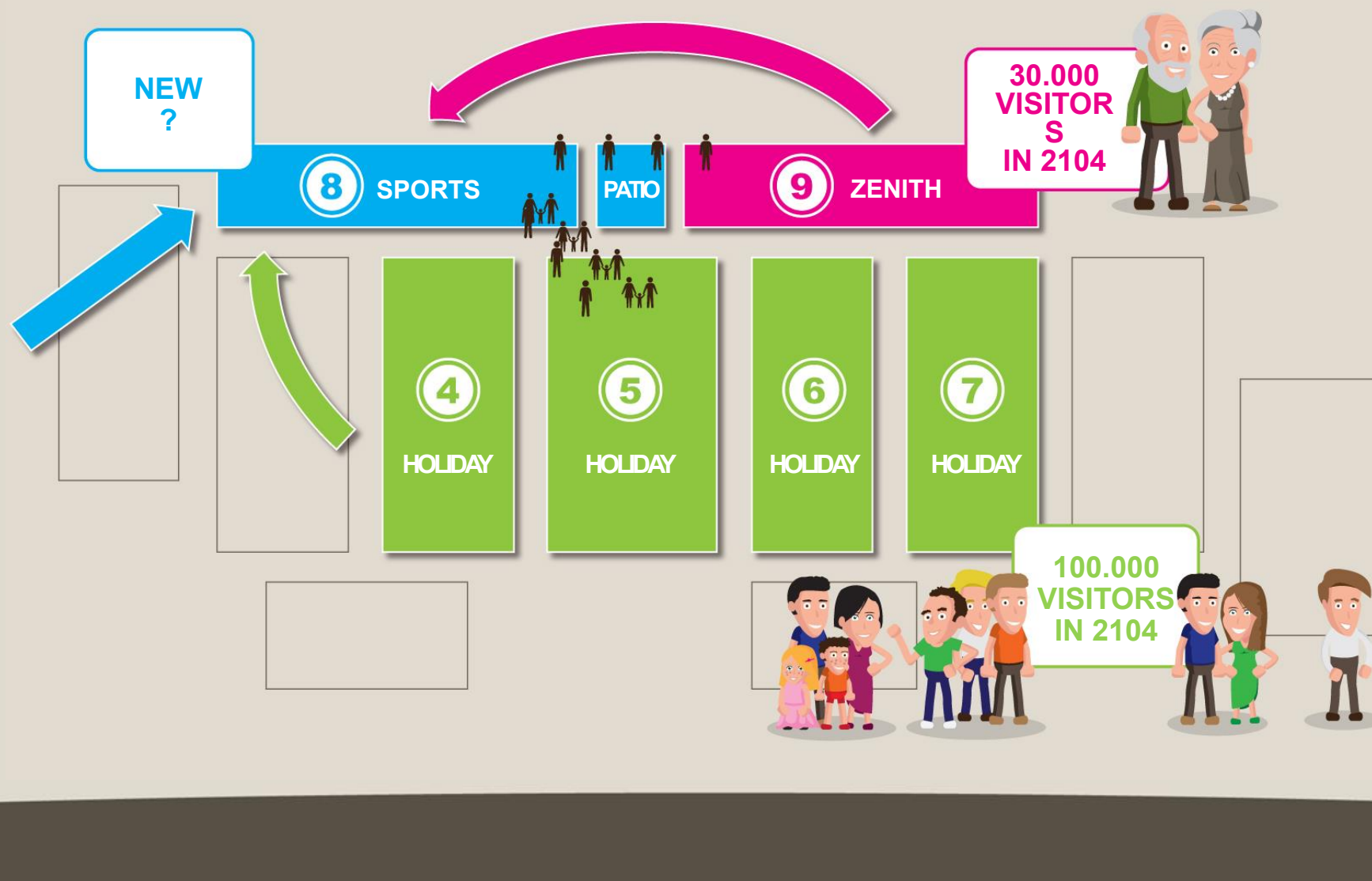
Zenith

+

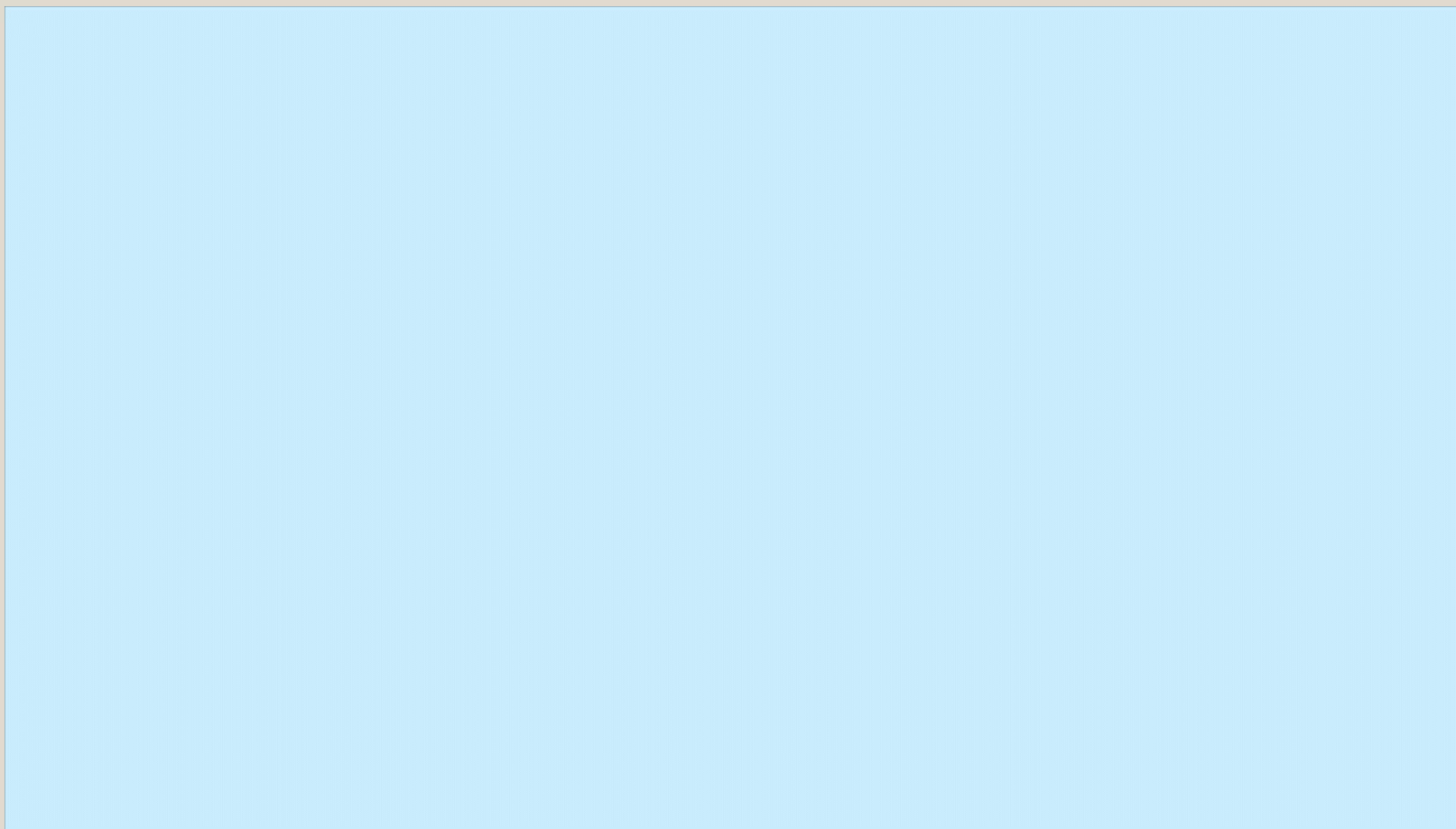
Holiday



120 - 150.000 VISITORS EXPECTED IN 2016

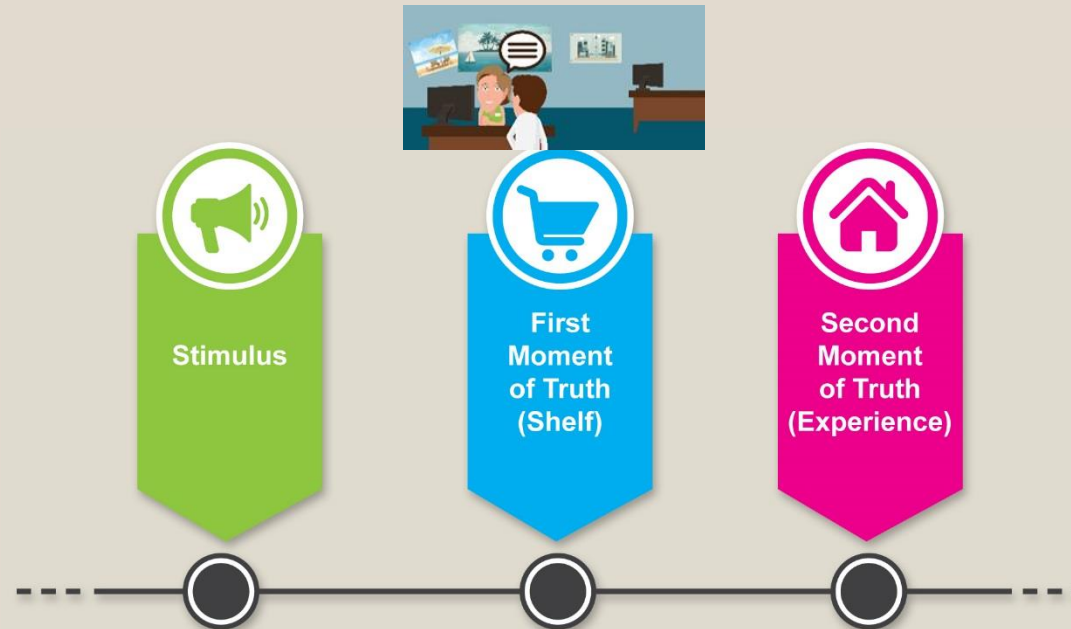


Holiday



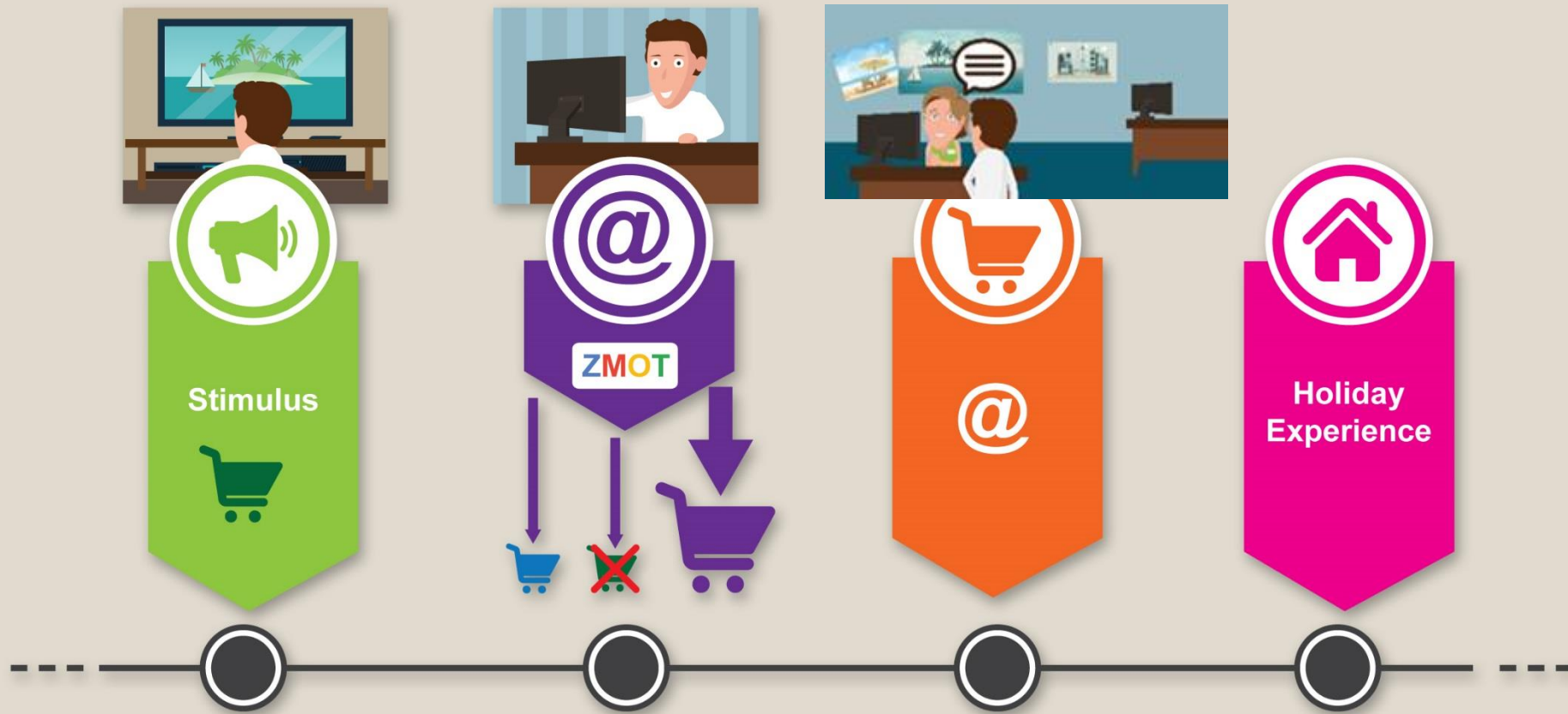
THE CONSUMER JOURNEY

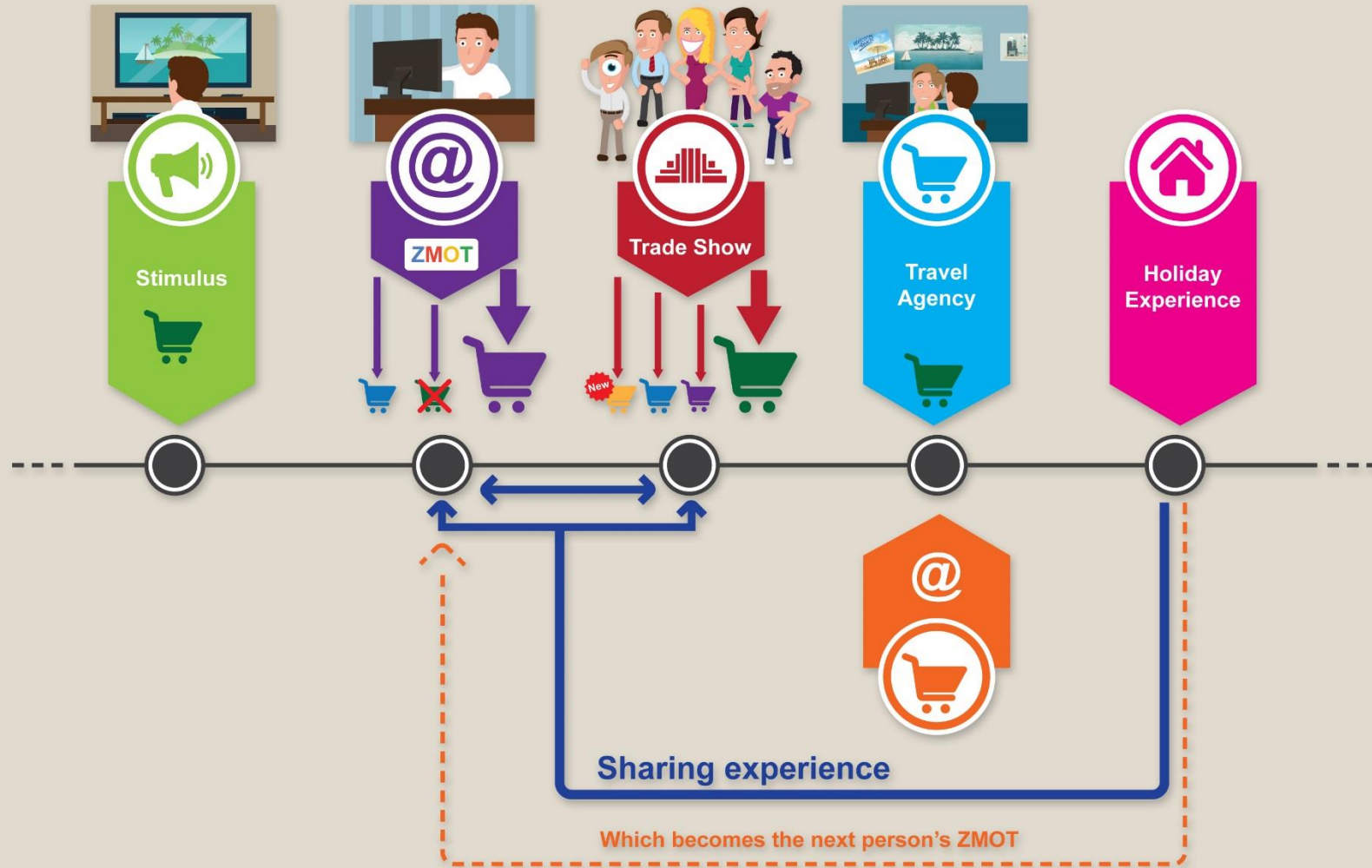
as it used to be...



BUY









MEDIA MIX





Sight



Sound



Touch



Smell



Taste



Sight



Sound



Touch



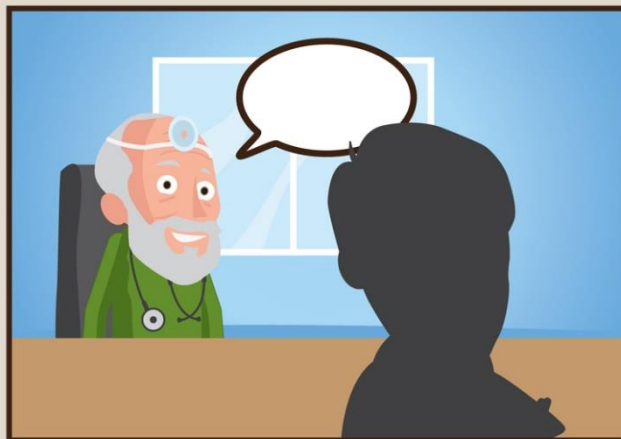
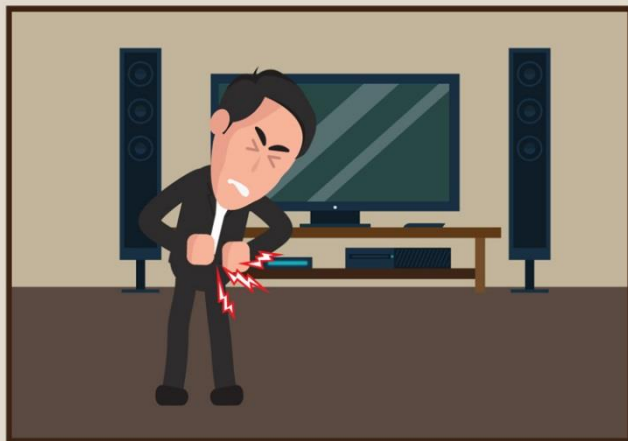
Smell



Taste



MEET THE **REAL EXPERT** @ THE FAIR



MEET THE **LOCALS OR DM** @ THE FAIR



SPECIFIC PROFILE SPECIFIC EXPERIENCE



YOU

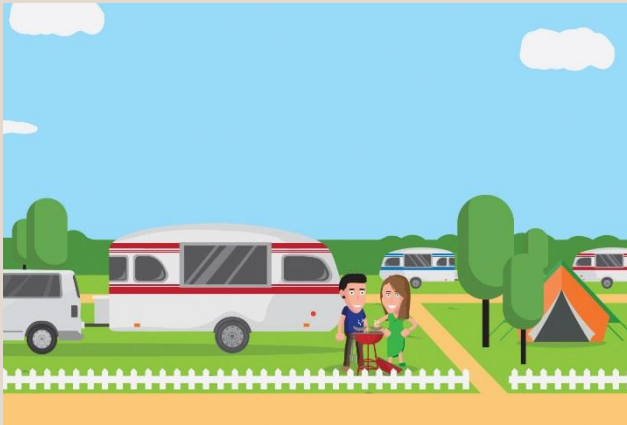


HOW?

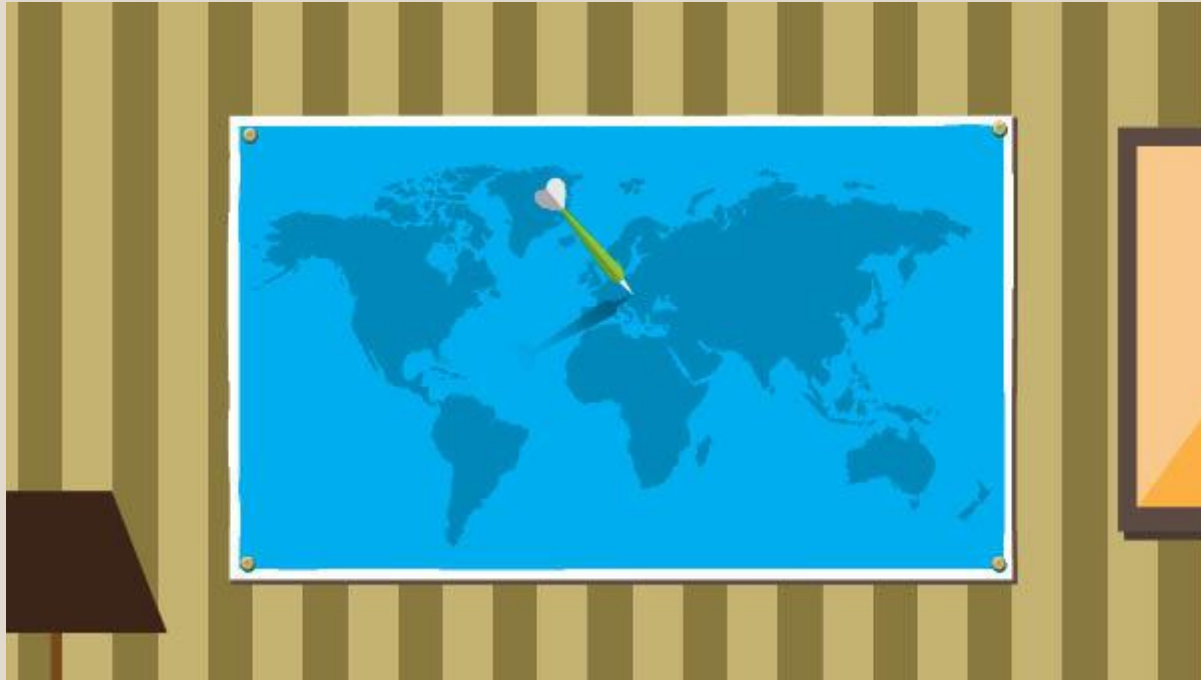




STYLE



WHERE?

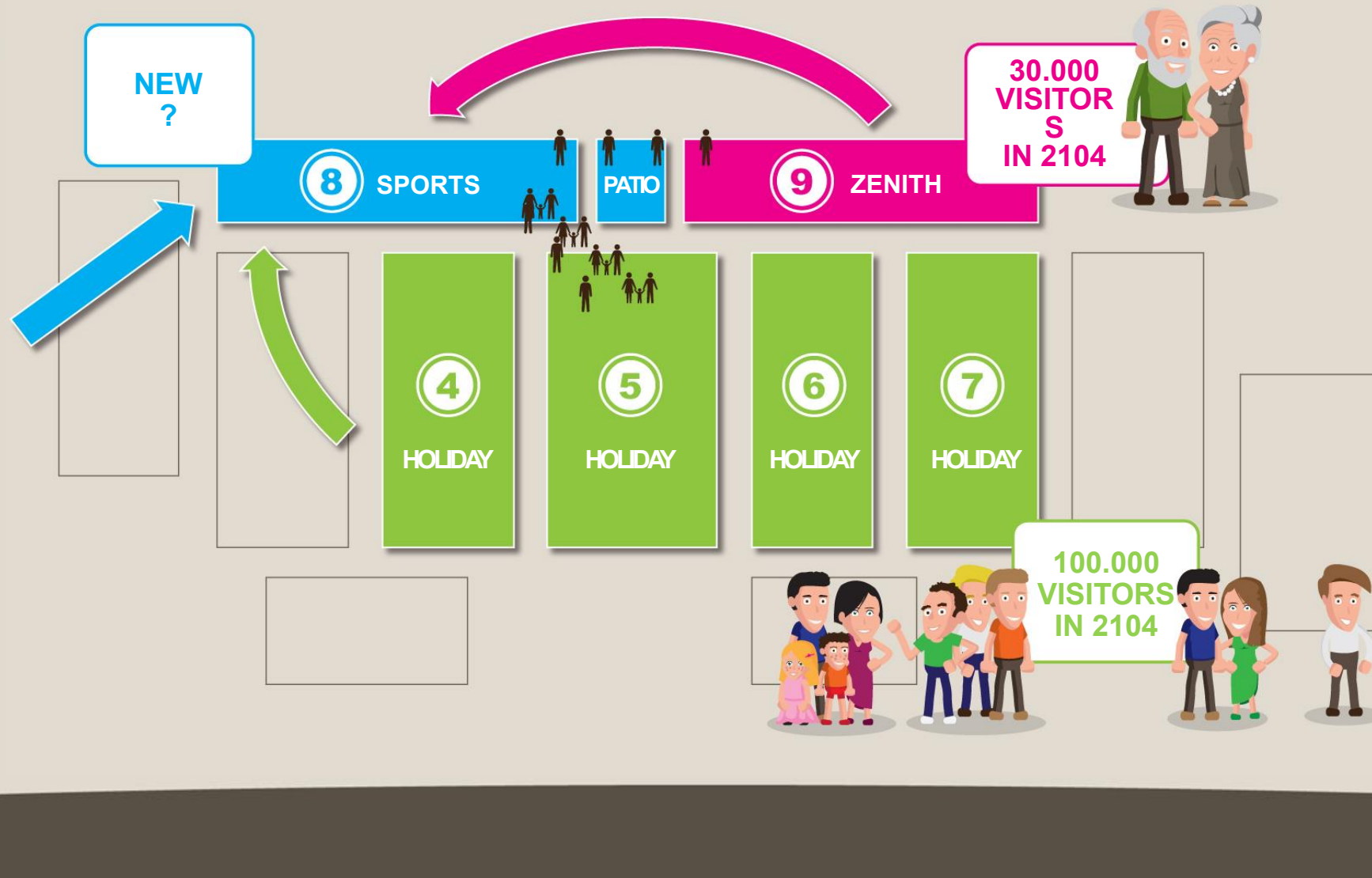


3 SALONS

SPORT + Zenith + *Holiday*



120 - 150.000 VISITORS EXPECTED IN 2016





SPORT FAIR

2015-2020





SPORT FAIR

2015-2020





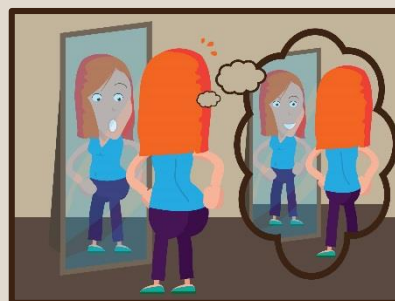
VISITORS SEGMENTATION

B2C

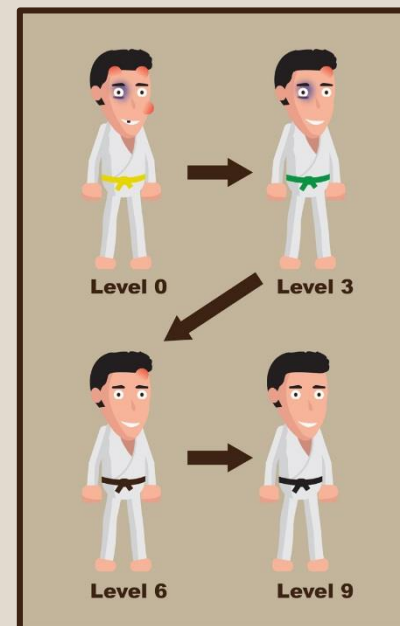
SPORT FAN



I SHOULD START WORKING OUT



LEVEL 0-10

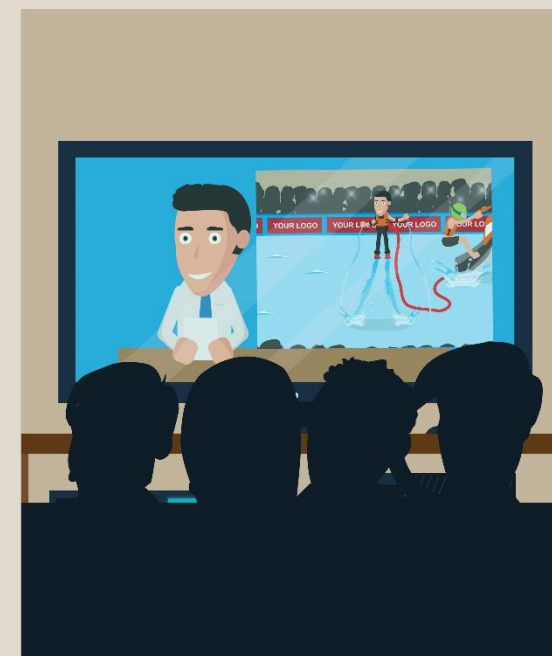
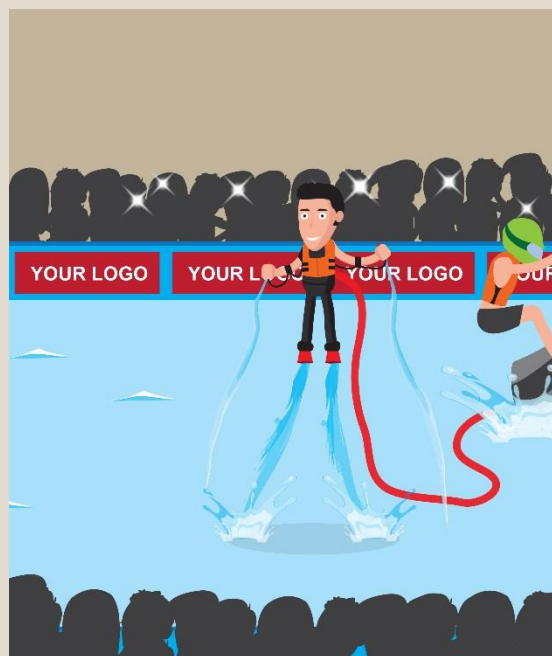


PRO





BUZZ IMPACT

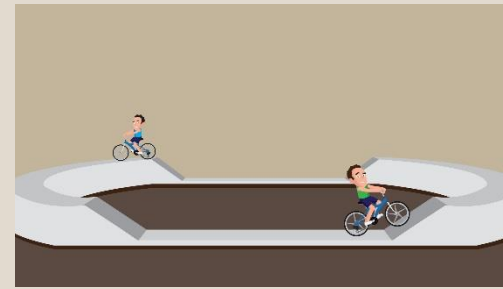




ZELOS
HOME OF SPORTS

SMS
SPORTSMEDIA
SALESHOUSE

EXPERIENCES





TRADE SHOW SHOP



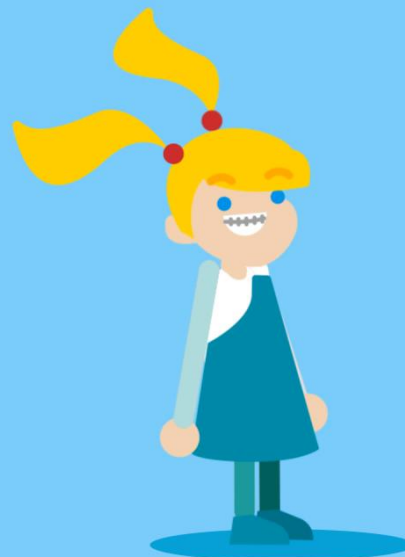


ZENITH: **THE SANDWICH** GENERATION





ZENITH: **THE SANDWICH** GENERATION



ACCOMMODATION & ASSISTANCE



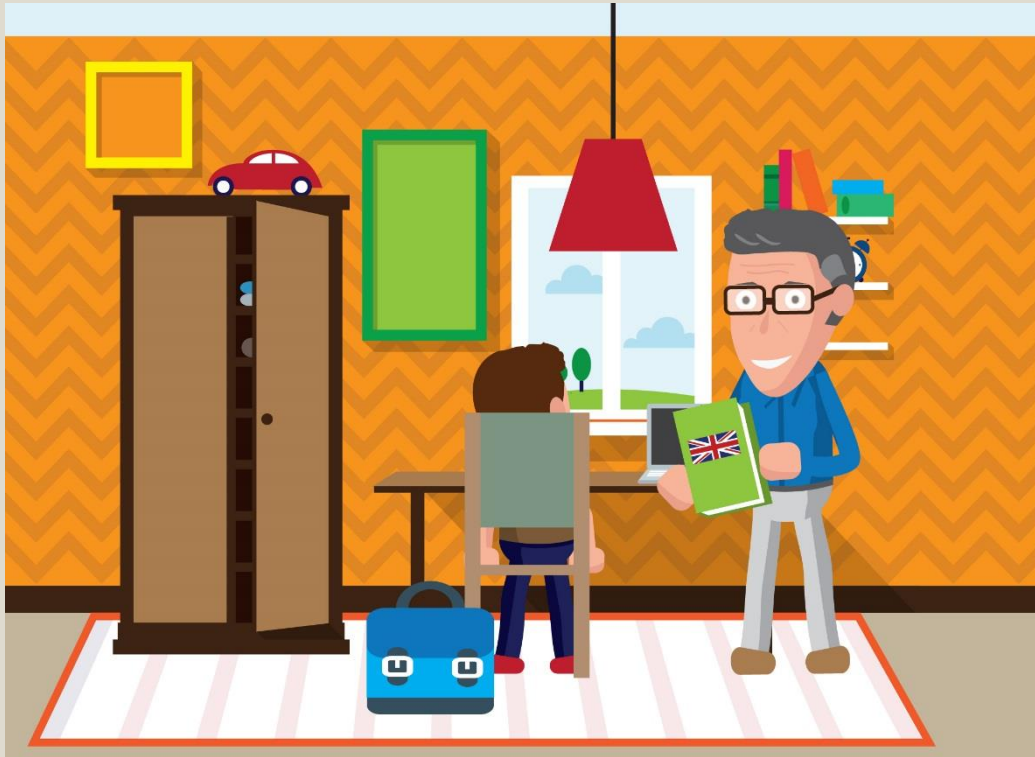
CAREER



HEALTH



ACTIVITY



ACTIVITY



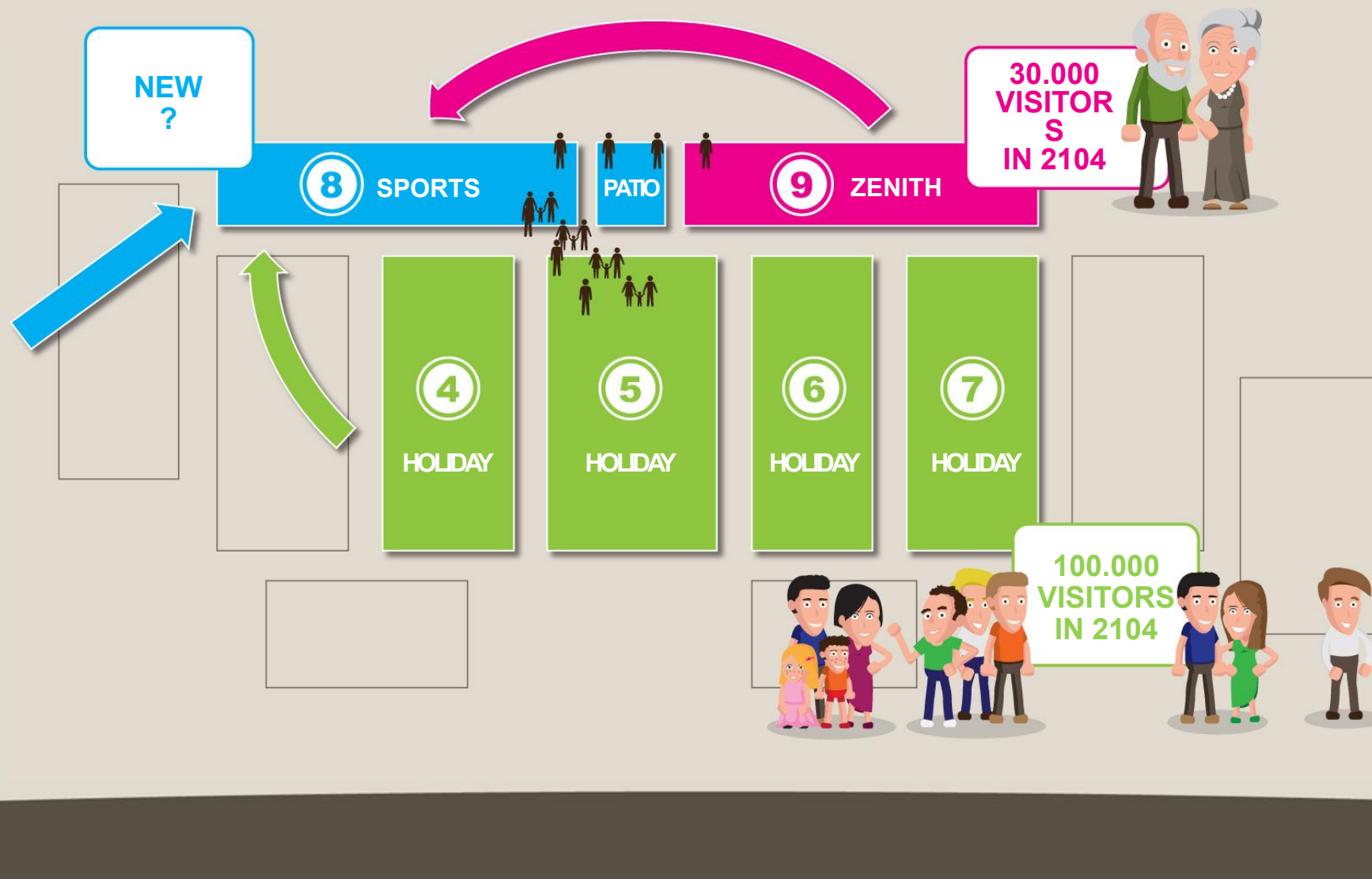
FINANCE



INHERITANCE



120 - 150.000 VISITORS EXPECTED IN 2016

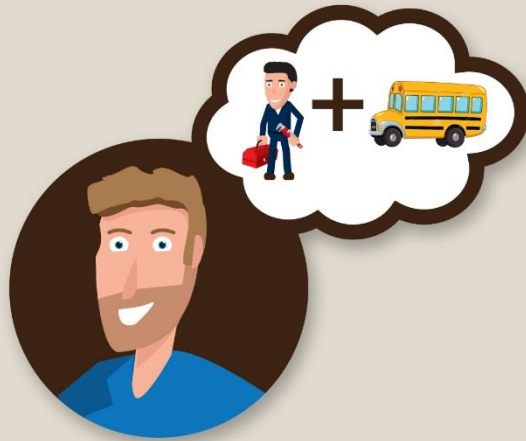


KIDS CORNER



GROWING THROUGH

creative ideas confirmed by data



IDEA



QUALITATIVE
RESEARCH



QUANTITATIVE RESEARCH



MARKET RESEARCH



QUANTITATIVE RESEARCH



MARKET RESEARCH



QUANTITATIVE RESEARCH

- **Do you have a personal insurance when you are practicing your favorite sport?**
- Do you take an extra travel insurance when leaving on holidays?
- **Do you save some money to have an extra income on top of your legal pension?**
- Are your personal belongings at home insured when you are on holiday?
- ...

