

# City marketing activation plan

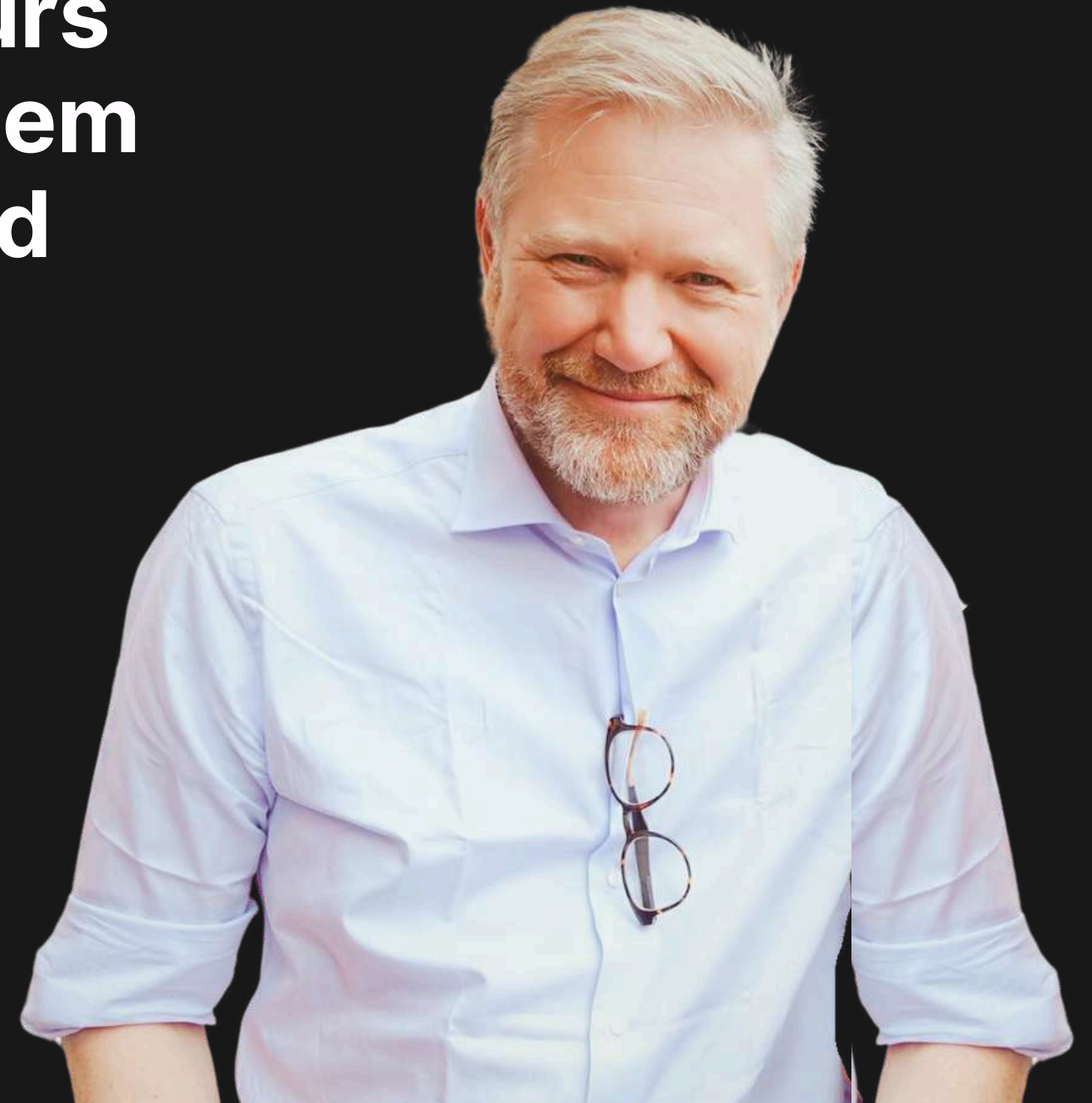
Edouard Cambier  
Administrator Beci  
21.05.2024





**The activation plan of the new Brussels Brand is part of Beci's city marketing effort to attract more talents, entrepreneurs and investors, and help them develop their business and quality of live in Brussels.**

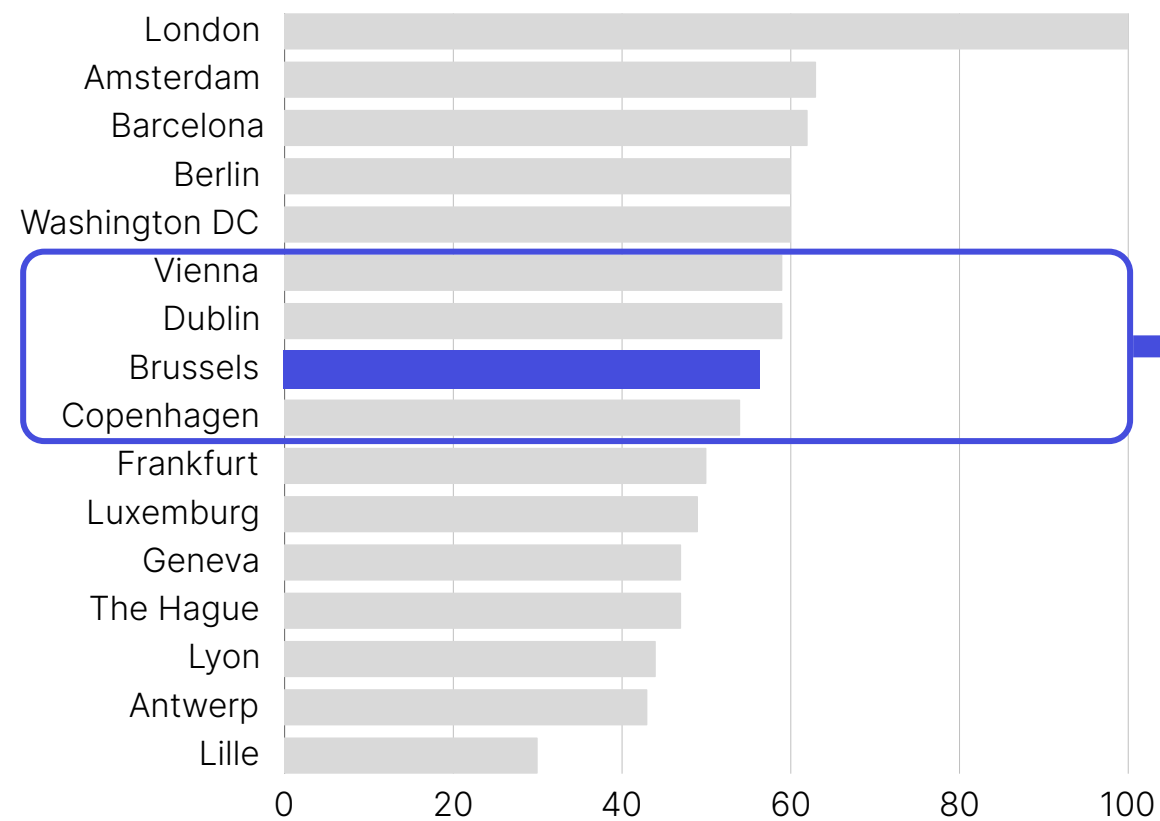
**Edouard Cambier**  
Beci, Administrator,  
City Marketing



# The problem: Brussels' image deficit and highly competitive lanscape

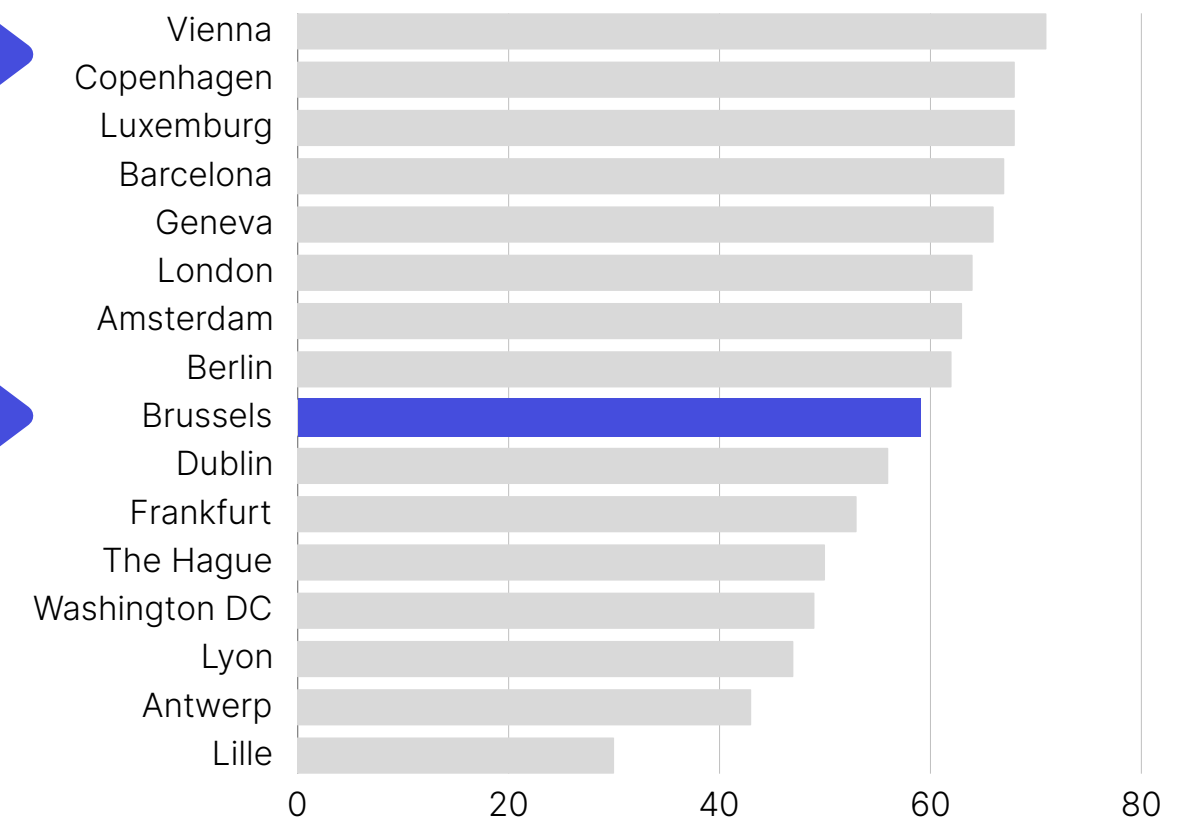
## Performance of Brussels

Across 47 metrics



## Image Perception of Brussels

From general population and business leaders  
from across 7 European markets



# New York, Amsterdam, Vienna, Copenhagen, Antwerp, London.... Go Brussels!

BARCELONA  
AMB TU

BARCELONA  
WITH YOU

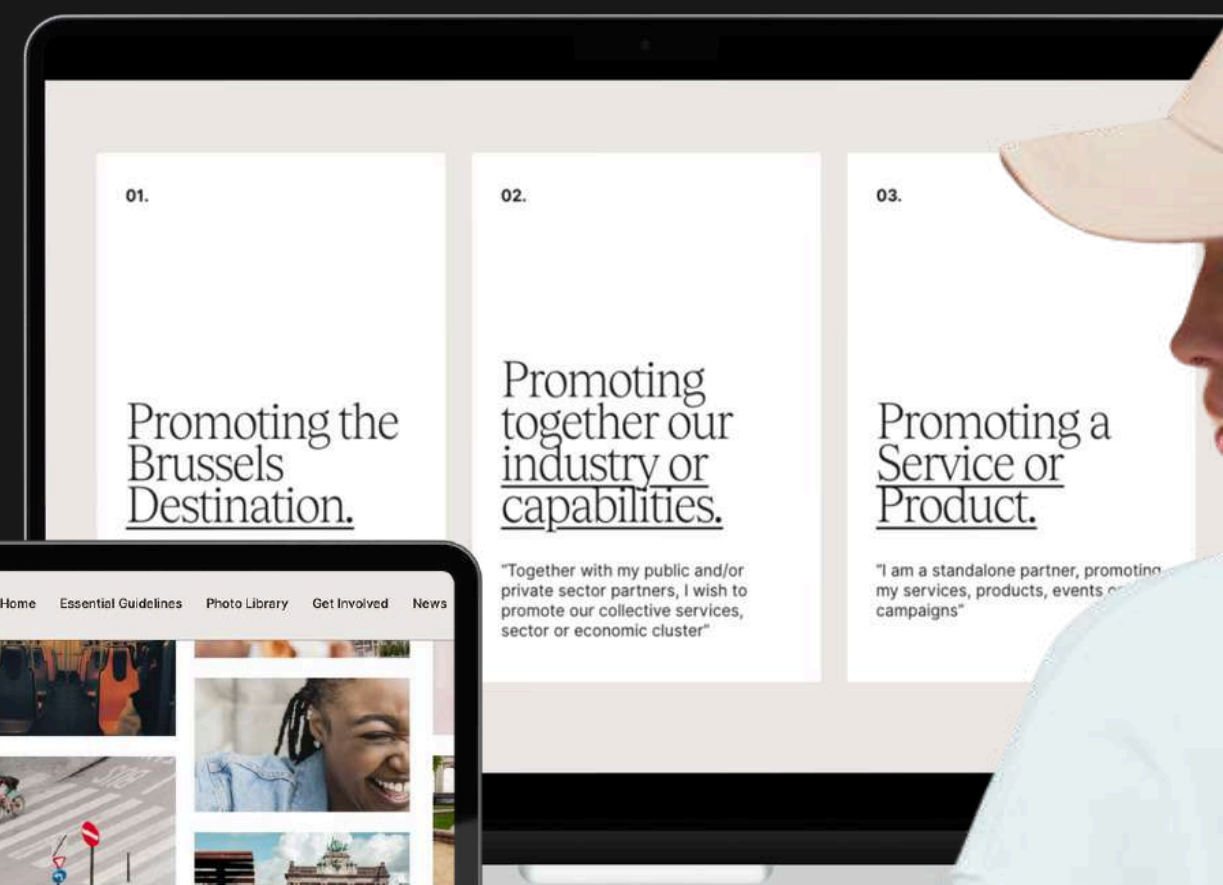
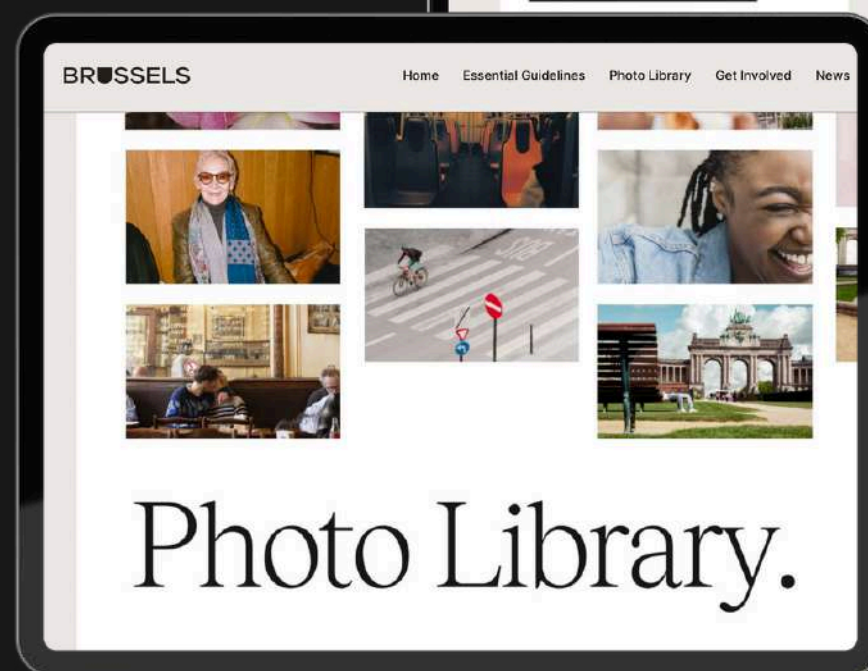


# The solution: a new, unified storytelling created by public/private actors



# The magic : the 'brand as a service' approach to boost multiplier effects

- Official website
- Shared brand guidelines
- Free photo library
- Ready-made sales pitches
- ...



# The narrative:

Brussels is a city with a different point of view which offers an authentic, approachable attitude to life. The city attracts the independent thinkers and the non-conformists. We always have. Ours is a history of makers, doers and innovators who choose their own path and stick to their vision.



# 4 key messages for business

”

Superior  
quality of  
life

”

Europe's most  
welcoming  
destination

Talents / Workation / Bleisure

”

A creative  
capital  
city

”

A city at the  
forefront of  
innovation

New CEO / New vision



# Superior quality of life

Why?

- Europe's most welcoming city
- A great place to grow a family
- The avant-garde of culture & food
- A liveable city



# Europe's most welcoming destination

Why?

- Most diverse & inclusive
- Most connected, least coded
- Unparalleled access to the centre of power



# A Creative Capital City

Why?

- We're the center of the world's largest transnational democratic initiative
- We're home to people who dare to bring their visions and shape what's next



# A City at the Forefront of Innovation

Why?

- We pioneer new futures
- We're open to change



# The process: an ambitious and rigorous creative process

## Research

Data collection around the performance and perception of Brussels

Stakeholder engagement

09-12/2021

## Brand Narrative

1 unified & shared brand - co-created with the working group

01-09/2022

## Brand Identity

Brand identity tested in 7 european markets and validated by the working group & Government.

Brand film

09/2022-12/2023

## Brand Activation

On-going education, marketing and activation support to all OIPs / Partners

Brand Center

Ambassador

01/2023 - Ongoing

EXAMPLE OF ACTIVATION # 01

# Brussels Urban Summit

300+ cities from around the globe, bringing 1,600+ experts, mayors, city leaders, and urban planners in Brussels.



VISIT BRUSSELS

EXAMPLE OF ACTIVATION # 02

# Brussels House London

Launch of a Brussels food, fashion, and design boutique on Regent Street for 3 months during London's Fashion Week.



HUB BRUSSELS

EXAMPLE OF ACTIVATION # 03

# Cannes Mipim Trade Fair

Events and animation of the Brussels 'Surreal State' pavilion during the international real estate Mipim trade fair in Cannes.



VISIT BRUSSELS / HUB BRUSSELS



EXAMPLE OF ACTIVATION # 04

# Trends Gazelle Gala Awards

Presentation of the 'Brand Brussels' concept at the Trends magazine awards ceremony, in front of an audience of 300 business and media professionals.



EXAMPLE OF ACTIVATION # 05

# Brussels International Desk

Launch of a one-stop destination and service provider for the thousands of international companies, startups, expats, and diplomats present in Brussels: event Series, consular office, business solutions...

BECI



EXAMPLE OF PROJECT # 06

# Microlino 500 studio

Launch of micro interviews and city safaris with top Brussels CEO's, entrepreneurs, artists and tastemakers. In partnership with BXFM and D'Ieteren.



**Beci's strategic  
5 years plan... with  
our new CEO:  
Thierry Geerts**



**Thank  
you!**