

BRUSSELS



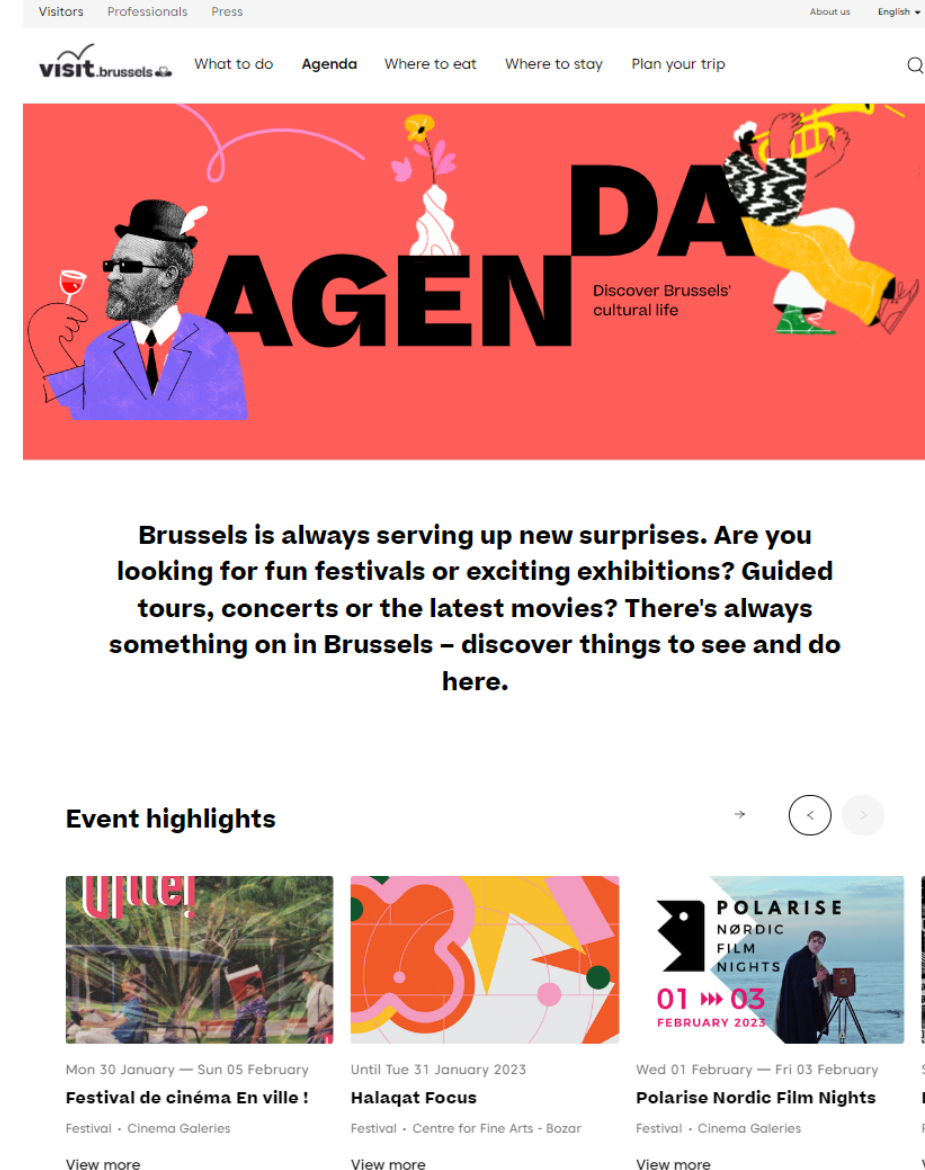
CREATIVE CONCEPT SPRING CAMPAIGN 2023

27/03/2023

visit.brussels 

RECAP CONTEXT

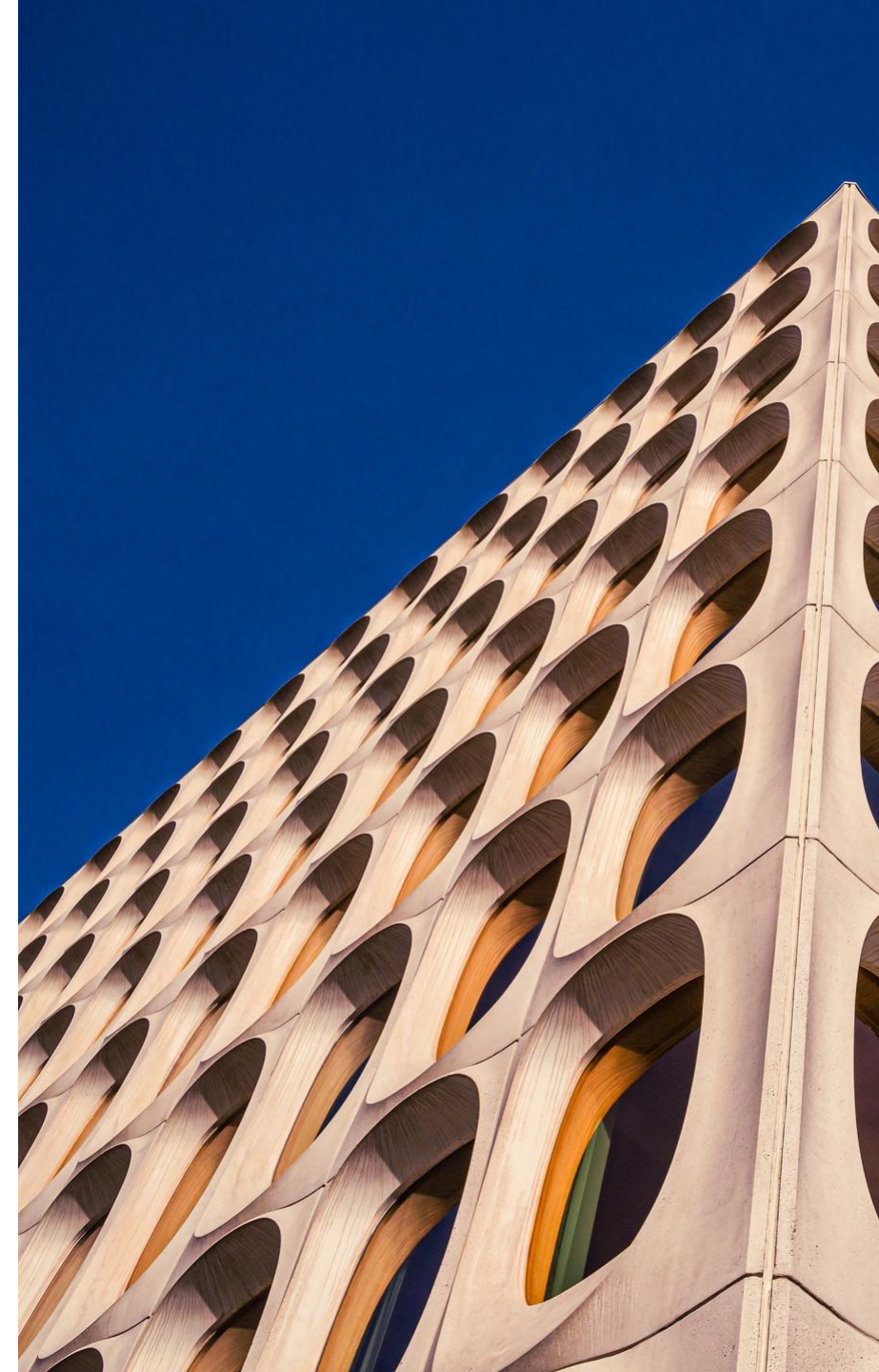
- March to June
 - gradual increase of overnight stays for leisure tourism
 - peak in April (school holidays)
- Spring 2023
 - rich in proposals & cultural activities
 - first spring without health restrictions



Happening in Brussels right now

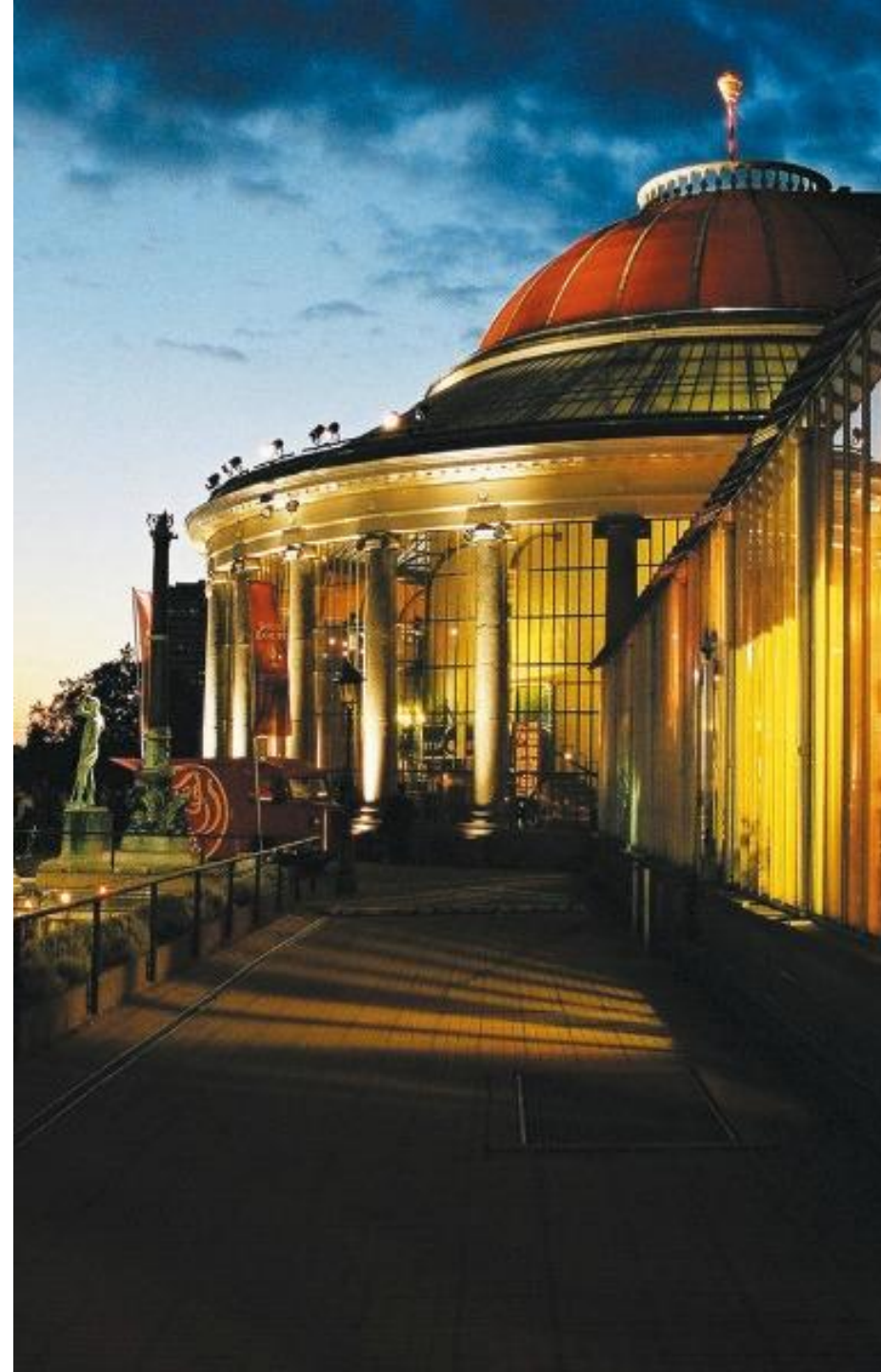
RECAP COMM BRIEFING

- Campaign objectives
 - engagement & conversion
 - we want to attract people and make them consume
- Key message: Brussels is a space for creativity, a laboratory for the expression of talents
- Themes of content (based on spring offer 2023):
Architecture / Contemporary art / Music
- Target: Art lovers
 - France – Italy – Spain (+ Belgium)
 - large cities: Paris, Lille, Lyon, Marseille, Toulouse, Madrid, Barcelona, Valencia, Milan, Roma
 - 25-50 years old, couples and friends



RECAP COMM BRIEFING

- Results measurement
 - traffic on web portal
 - time spent on web portal
 - increase of visitor requests
 - increase of overnight stays
 - more visits to exhibitions / museums
- Budget: 200K (creation, production, media)
- Timing: 20 March > 20 May 2023



COMMUNICATION STRATEGY

GET

art lovers from France, Italy and Spain between 25 and 50

TO

visit Brussels for more than one night

BY

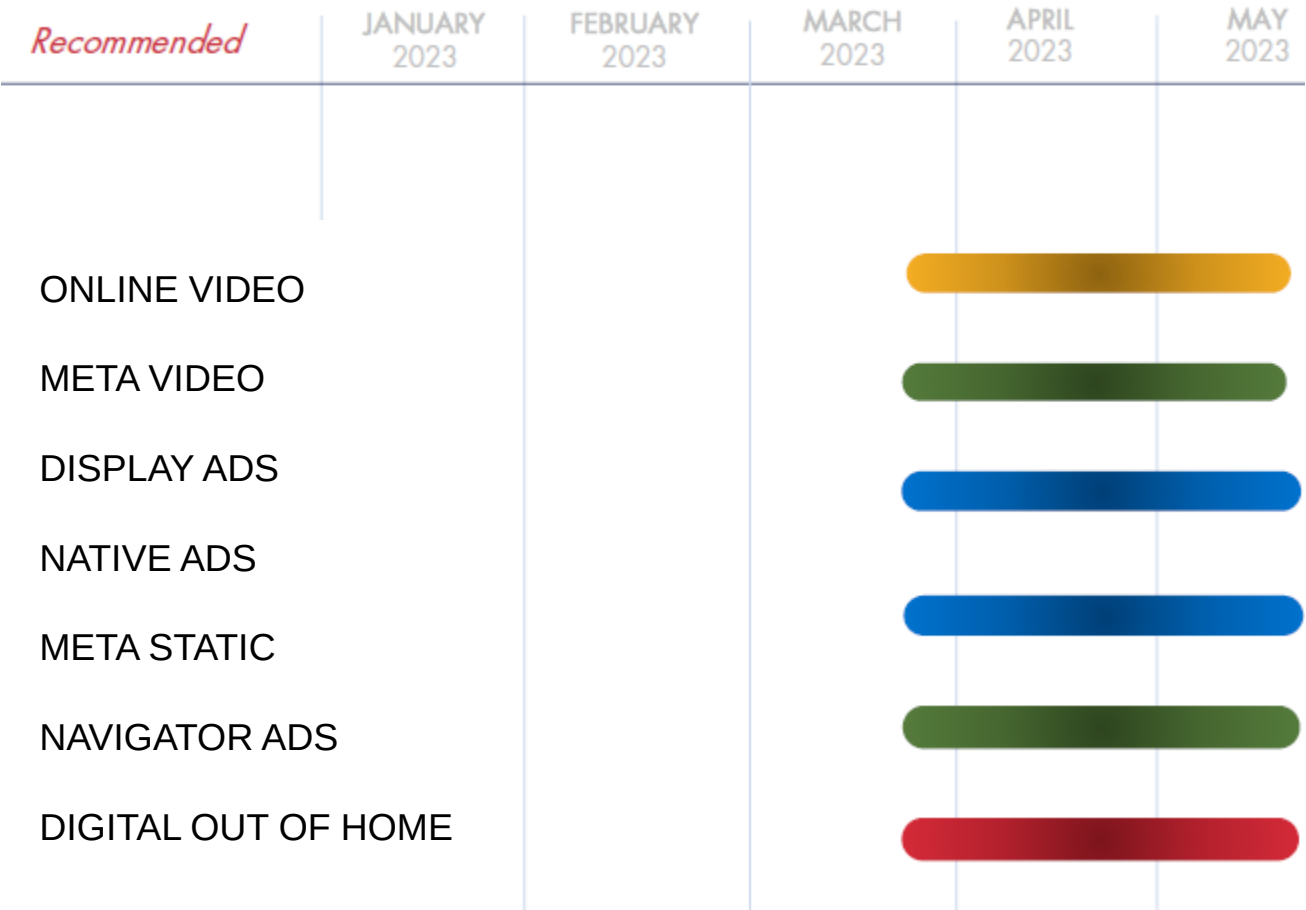
showing that Brussels is 'décalé', and that's what it makes it wonderful



MEDIA PLAN

CALENDAR FOR 2023 – Belgium, France, Italy & Germany

C
B



MEDIA PLAN – BUDGET SPLIT

Total Budget: €126 850



CREATIVE ASSETS - VIDEO 'A CONCERT IN A BOTANICAL GARDEN?'



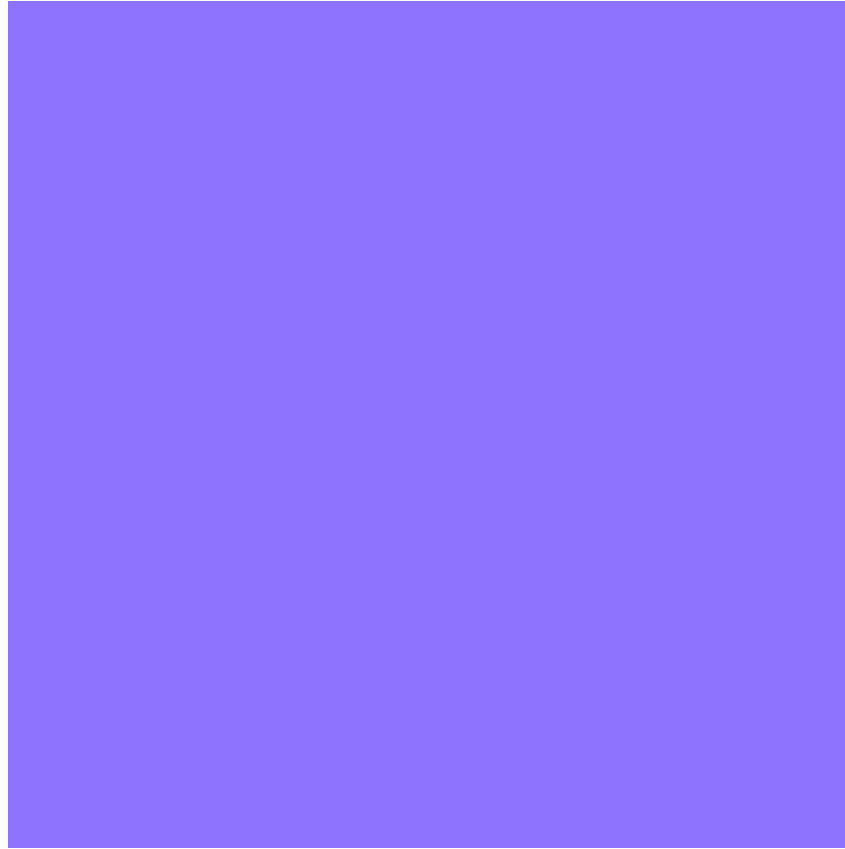
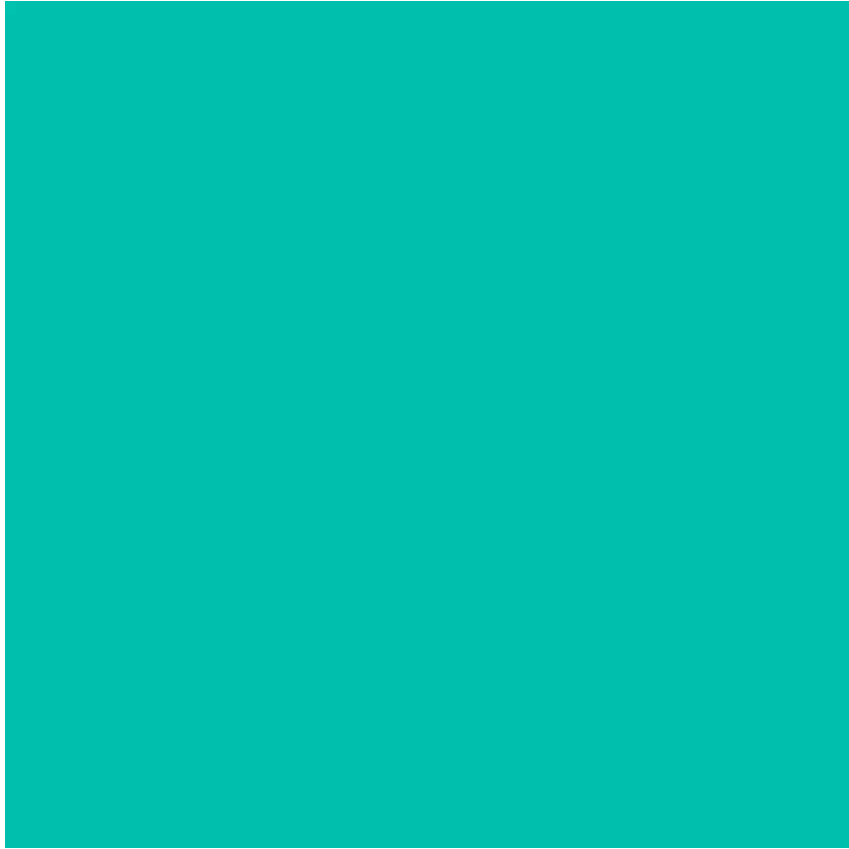
CREATIVE ASSETS

VIDEO 'AN EXHIBIT IN A BREWERY?'

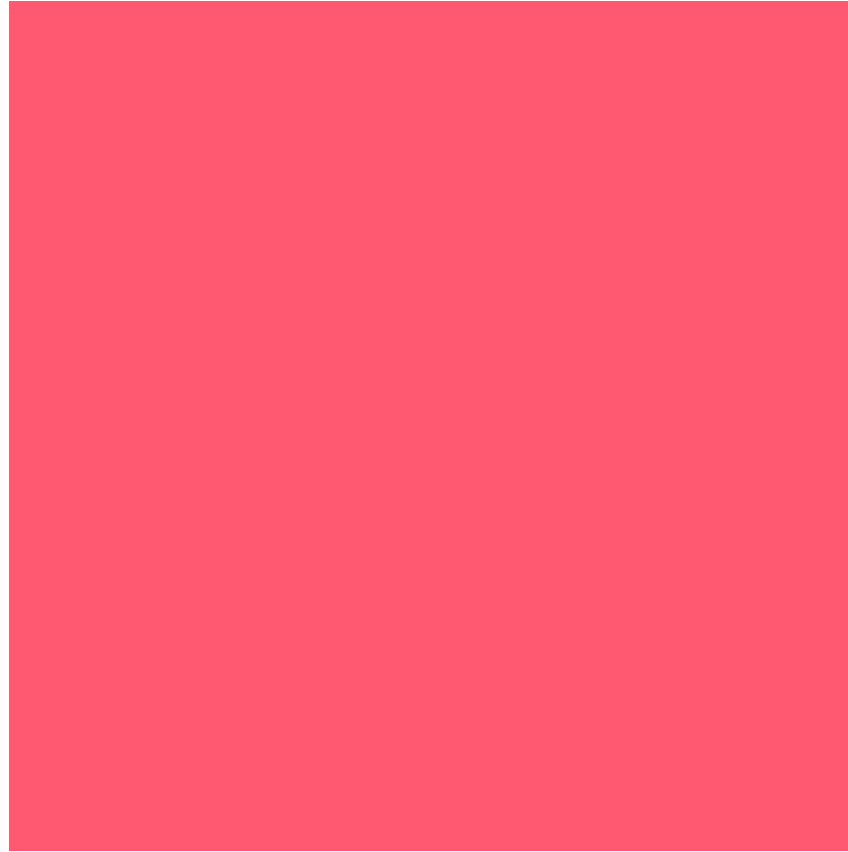


CREATIVE ASSETS

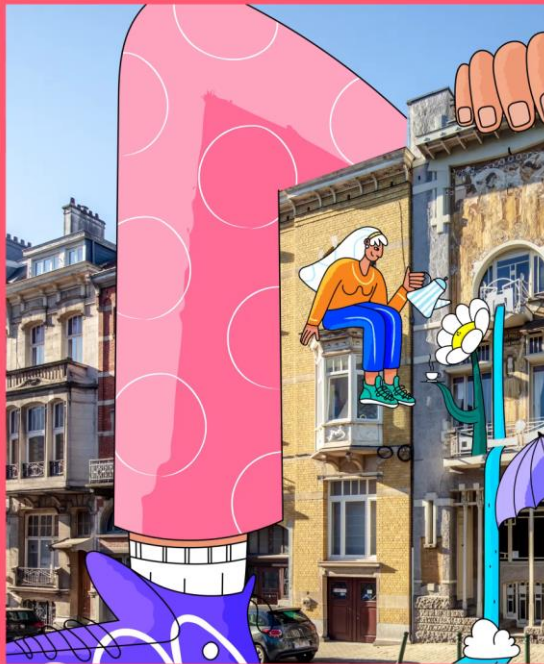
SOCIAL ADS



CREA ASSETS - SOCIAL ADS

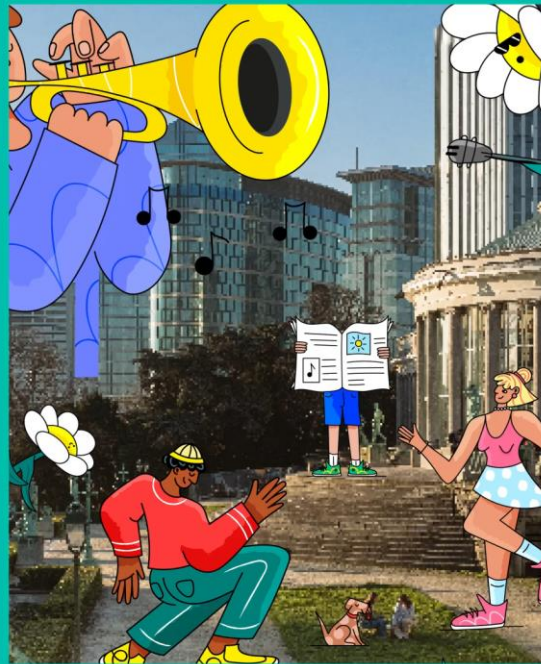


CREA ASSETS - DOOH



Experience
art
differently.

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Experience
architecture
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Experience
architecture
differently.

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CREA ASSETS – DOOH AIRPORT

