

# BRUSSELS

A low-angle shot looking up at the Atomium structure in Brussels, Belgium. The structure's white, tubular legs and spherical joints are visible through a dense canopy of green leaves. A small Belgian flag is perched atop one of the spheres. The sky is a clear, bright blue.

**CITY MARKETING INTERNATIONAL**

27/03/2023

The logo for visit.brussels, featuring a stylized checkmark above the word "visit" in a bold, lowercase sans-serif font, followed by ".brussels" in a smaller font, and a small heart icon at the end.

Hello!

## Political Committee

- Secretary of State for External Relations
- Minister-President in charge of Tourism
- Minister in charge of the Image of Brussels

## Working Group



## Private Sector & Universities



SEP - DEC 2021

JAN - JUNE 2022

SEP 2022 - DEC 2023

JAN 2023 - ONGOING

## Research

Data collection around the  
performance and perception of  
Brussels

Stakeholder engagement

## Brand Narrative

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

## Brand Identity

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

Brand film

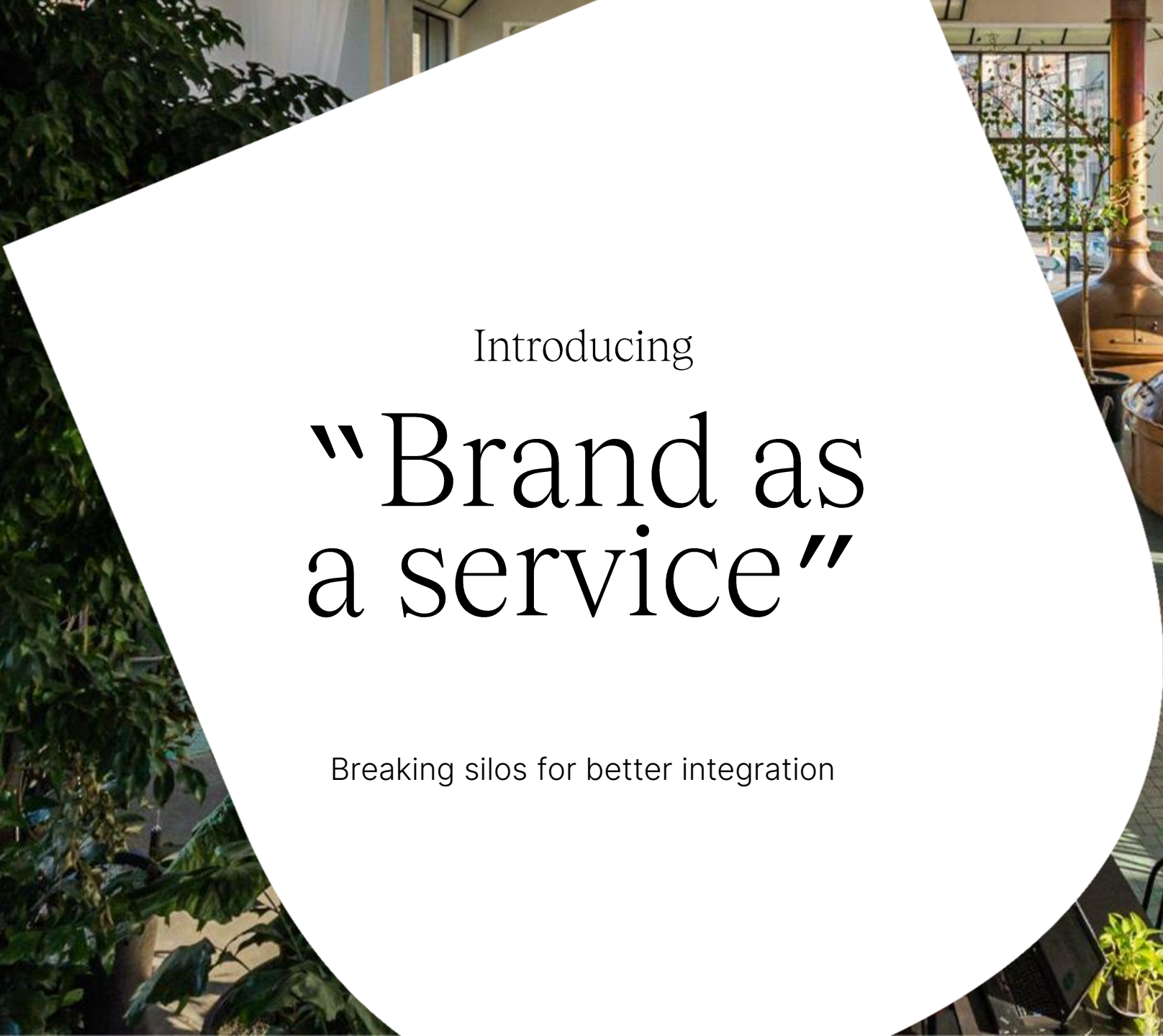
## Brand Alignment

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

Brand Center

Ambassador

MIPIM Brand Reveal



Introducing

# “Brand as a service”

Breaking silos for better integration



**KP I:**

Grow destination appeal  
and increase intent to visit  
and to do business

**SOLUTION:**

Grow Perception  
from #9 to Top 5

Grow “Image “perception”  
by 7 points by 2027

**KPI:**

Align our messaging

**SOLUTION:**

Drive consistency with  
public & private partners

# of on-brand initiatives and  
on-brand activations

**KPI:**

Increase productivity

**SOLUTION:**

Support HR functions  
to better attract  
international talent and  
increase productivity

# talent interest in brussels

Help private sector HR to better  
sell “Brussels” with brand toolkit,  
research and creative messaging.

# Our Narrative

**Strategic Platform:**

In Brussels, we dare you  
to be yourself.

# In Brussels, we dare you to be yourself.

Brussels is a city with a different point of view. And in an age of independence and fluidity, where #nofilter wins over picture perfect, Brussels offers an authentic, approachable attitude to life.

Brussels attracts the independent thinkers and the non-conformists. We always have. Ours is a history of artists, originals and innovators who choose their own path and stick to their vision.

Brusselers cultivate a soil rich in people, diversity and perspective to grow their ideas and shape what's next. They're optimists who embrace the chaos. They and their city are proudly, perfectly imperfect. Brusselers, Bruxellois, Brusselaars together. They dare to be themselves.

## BRAND VALUES:

Authentic  
Welcoming  
Diverse

Experimental  
Nonconformist  
Playful

Inclusive  
Conviviality  
Non-hierarchical

**Strategic Platform:**

In Brussels, we  
dare you to be  
yourself.

**Creative Platform:**

Perfectly  
imperfect.

Whether to attract visitors  
or investors,  
cities are all about  
emphasizing their most  
perfect selves.



*Example still frames from Lyon & Barcelona's promotional films  
showing how generic city promotion tends to get*

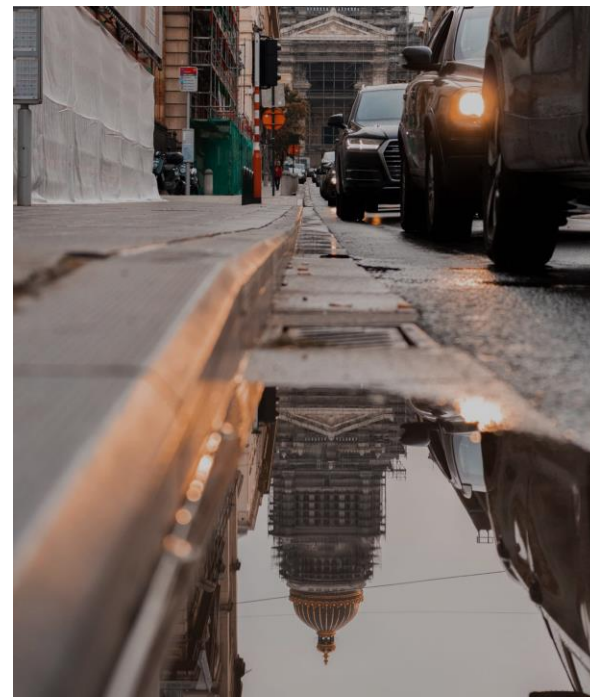
But the notion of  
'perfect' is changing.  
After a decade shaped by  
filters and feeds, people  
now crave authenticity.



## 5 reasons why imperfect is the new perfect

*When you embrace your imperfections, you become comfortable in your skin and stop setting unrealistically high standards of yourself.*

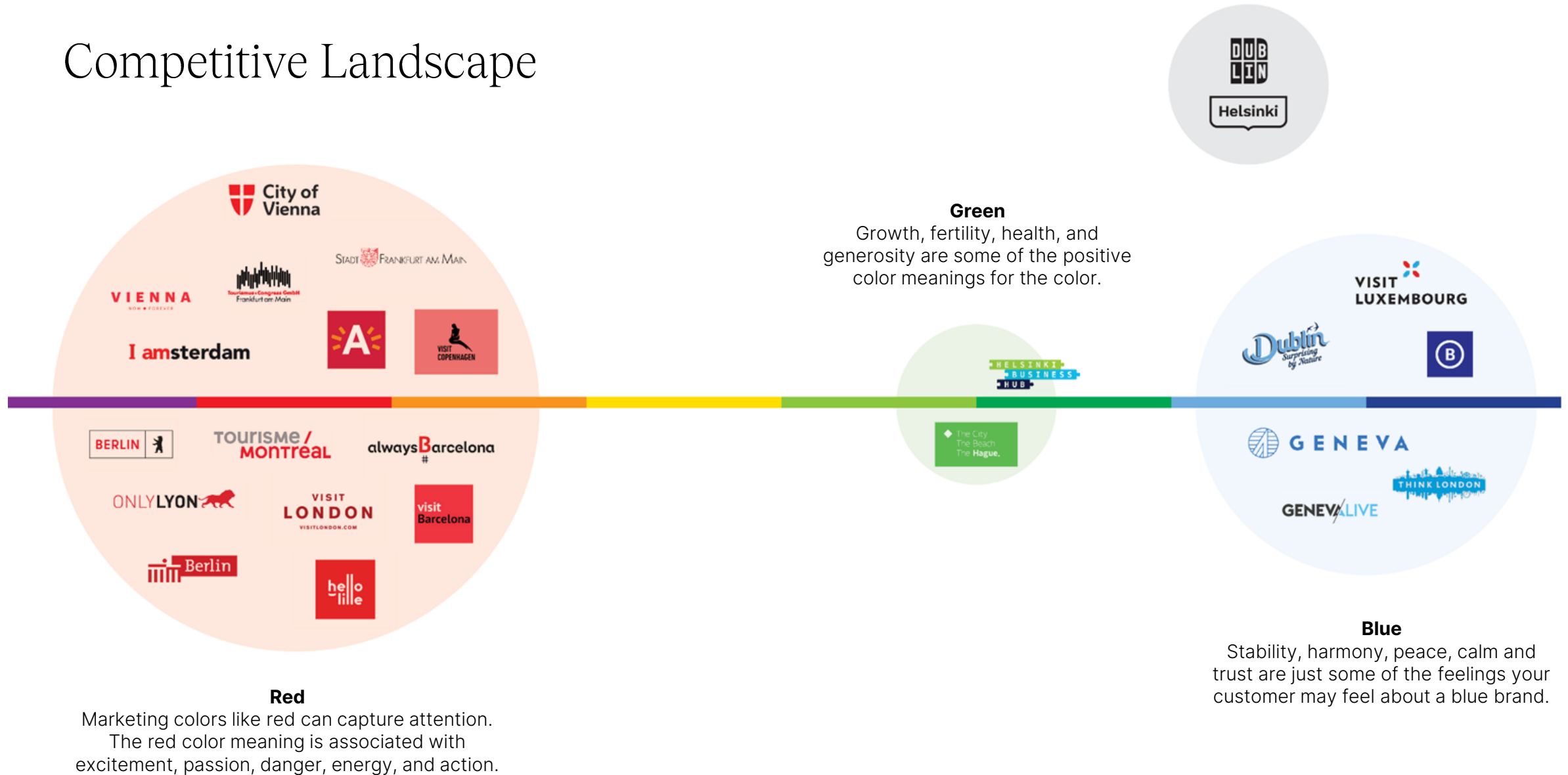
Instead of selling a  
fantasy, let's embrace  
how, in Brussels, we've  
never claimed to be  
perfect - but we may be  
just perfect for you.



BRSSELS

# Our Brand Identity

# Competitive Landscape



7 markets\*  
3,500 respondents  
(500 per market) including Belgium  
(Flanders / Wallonia-Brussels)

1,561 males & 1,939 female respondents

Age demographic of the respondents:

18-24: 22.50%

25-34: 23.60%

35-44: 23.20%

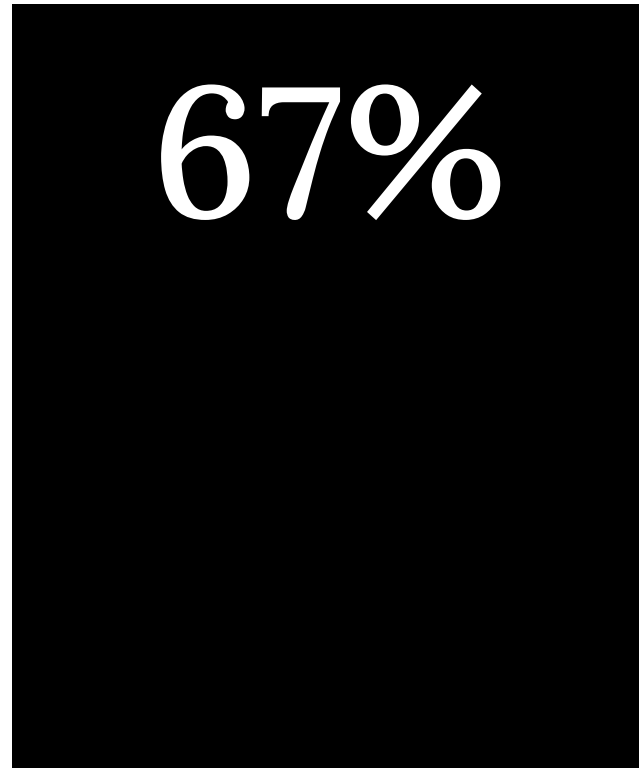
45-54: 16.90%

>54: 13.8%

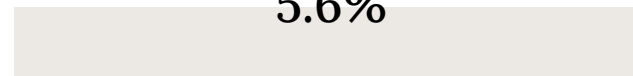
\*UK, Netherlands, Germany, Italy,  
Spain, France, Belgium



# Survey Summary



Average respondents had a favorable impression  
(rated 6 & above out of 10)



Average respondents had a less favourable impression  
(rated 3 & below out of 10)



Representation across Student,  
Self-employed/freelance, Salaried  
employee/worker, Business  
owner/employer, Retired,  
Unemployed, Other

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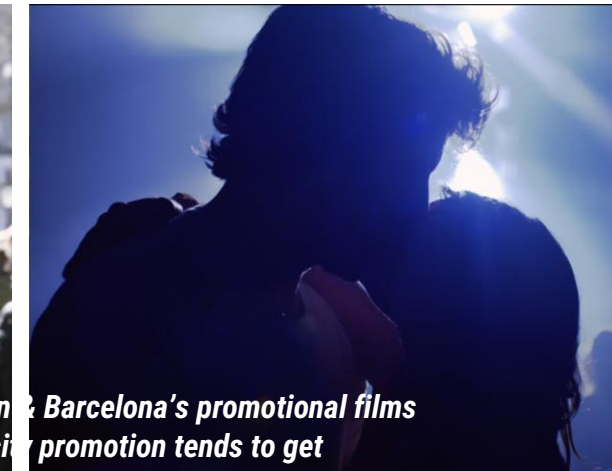
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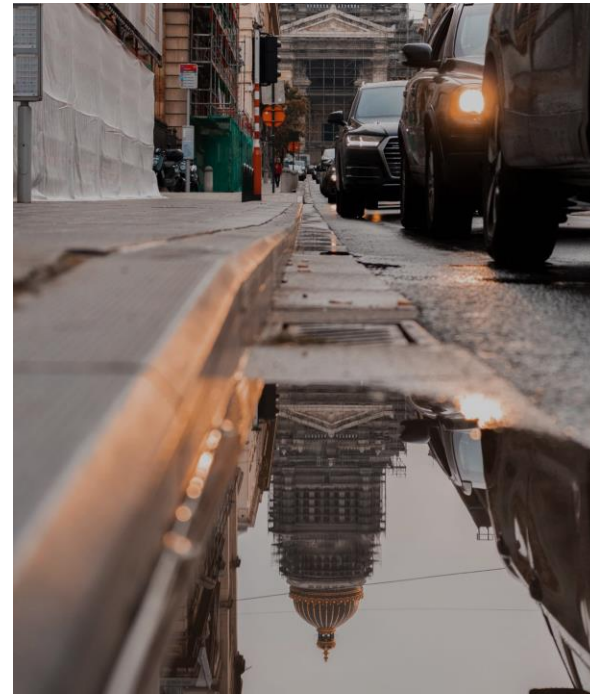
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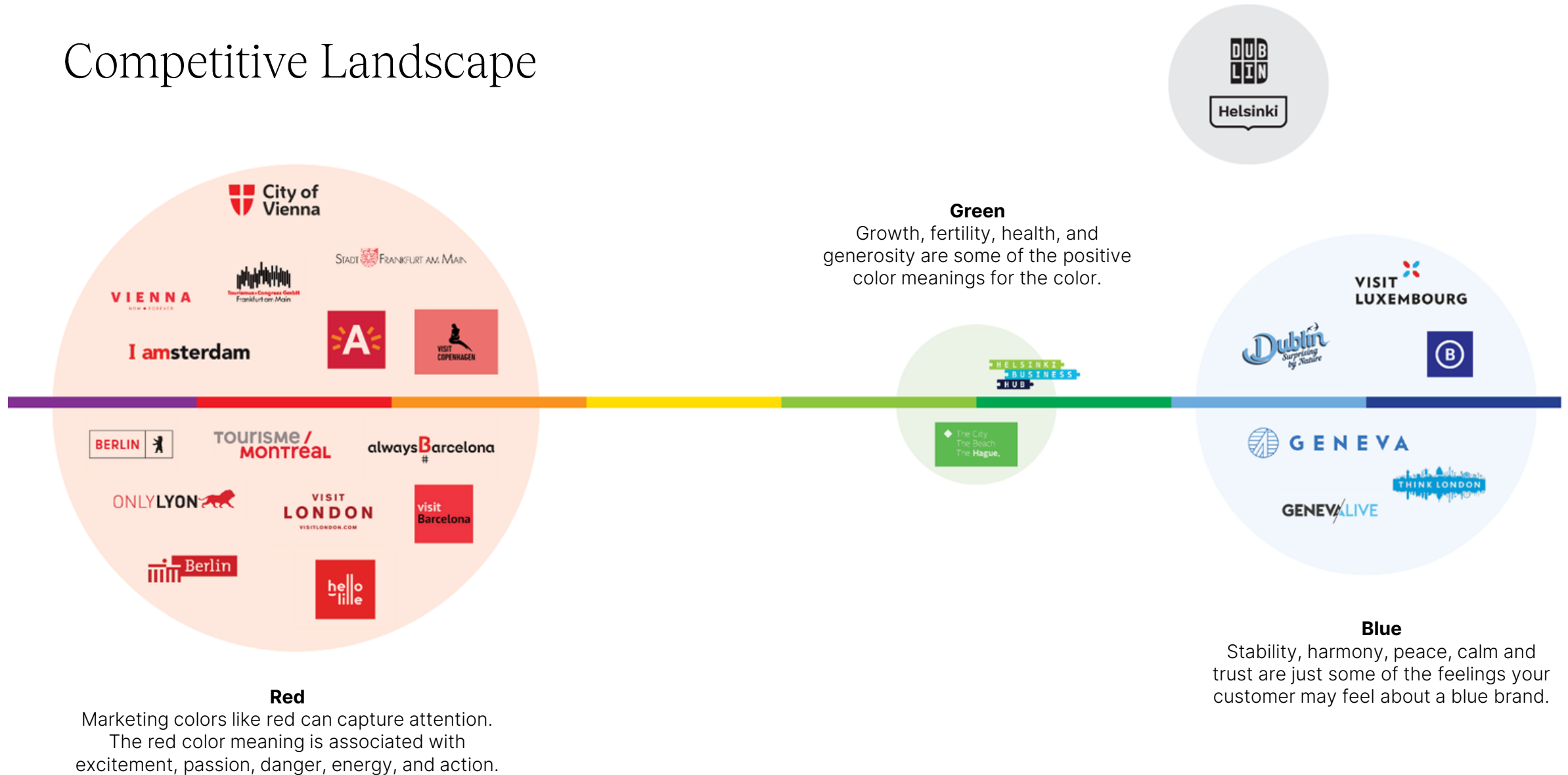
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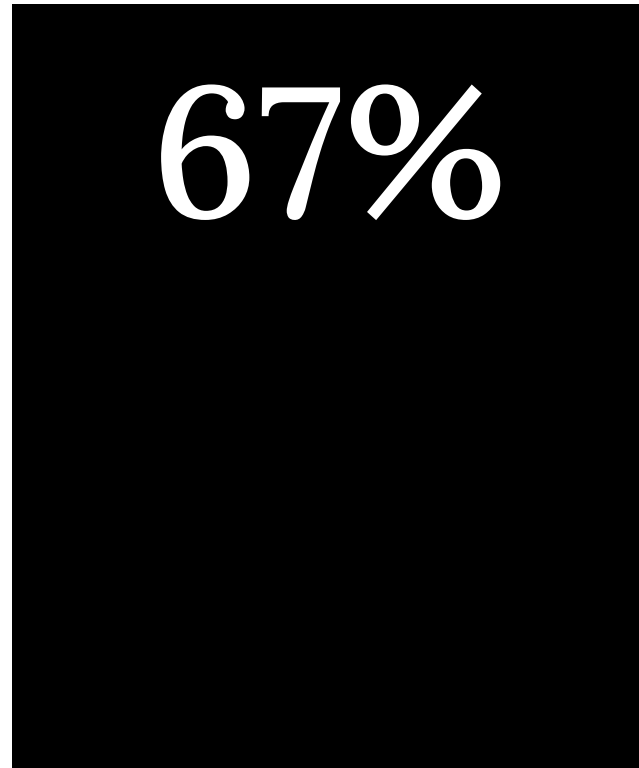
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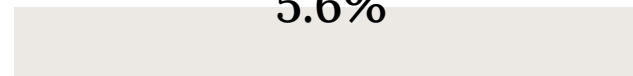
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**BRUSSELS**

# BRUSSELS

A strong logotype with a filled in 'U' which can be used to house imagery.

# BRSSELS

Add yourself to Brussels.

BR  SSEL S BR   
SSEL S BR  SSE  
LS BR  SSEL S

Dare to be  
yourself.



Dare to be  
Brussels.

BRUSSELS

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BRUSSELS BRUSSELS  
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LS BRUSSELS

We never said we  
were perfect.

# Blend in. Stand Out.



## BRUSSELS

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elit. Morbi bibendum nisi mi, id eleifend odio fringilla  
nec. Vestibulum malesuada magna at quam aliquam.

# Dare to be yourself.



## Dare to be Brussels.

>Lorem ipsum dolor sit amet, consetetur elipsum  
elit. Morbi bibendum nisi mi, id eleifend odio fringilla  
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# Blend in. Stand Out.



## BRUSSELS

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# BRUSSELS



Be a Brusseler. Be a Bruxellois. Be a Bru

# Brand Integration & Activation

# On-going Support

**MARCH — JUNE 2023**

## Brand Center

Centralized digital brand center,  
with open access to perception research  
(7 markets) and brand  
toolkit including identity,  
messaging, photography

**JAN 2023 — ONGOING**

## Brand Education

Quarterly virtual open house  
sessions sharing brand KPI updates, on-  
brand stories and initiatives.

**JAN 2023 — ONGOING**

## Marketing & Activation

On-going creating and consulting  
support to activate the Brussels  
Brand across different OIPs /  
private stakeholders and markets.  
One-stop shop for brand brussels.



# BRUSSELS

## the partner that dares.

Brussels is a city that dares to be itself. It's both businesslike and bon vivant, connected and convivial. It's a solid administrator that dares embrace the change and the chaos of modern life. And Brussels is a believer in its longstanding relationship with the UK. Our economic and cultural ties span food, fashion, design, tech, film and more. We were a key sponsor of Futurebuild 2023 in London, the premier event that brought together leaders in circular construction from around the world. Even our pop stars work together: you've seen the Angèle and Dua Lipa collab, of course.

### Innovating for a Circular Future.

Brussels' exporters big and small are originators and disruptors in every field. We have long traded expertise in tech, law and arbitration. But we also export sophisticated and sustainable gourmet foods that satisfy epicurean appetites around the world for everything from beer to frites, chocolate to cookies. You'd expect nothing less from a region that's home to a hundred Michelin-starred restaurants. Brussels dares to lead. And dares to live.

### The Brusselers are Coming!

From July to December 2023, you'll find a delicious, original and exciting range of Brussels' export products and services at our Regent Street pop up house. Come meet the people and companies who will change the way you think about and work with Brussels. We'll introduce the firms and the philosophy that are making Brussels a hub of circularity, culture and quality of life. No dress code, of course. Europe's perfectly imperfect city welcomes you to come as you are. Brussels dares to be itself. And we welcome you to come and do the same.

**It pays to know Brussels better.**

To find out more about trade with Brussels, please visit [london@hub.brussels.com](mailto:london@hub.brussels.com)



VRIJE  
UNIVERSITEIT  
BRUSSEL

International academic  
**talent recruitment campaign**



Update marketing strategy  
& collaterals for the  
**Expat Welcome Desk**



Align **Brussels days**  
messaging with the  
international brand

Develop Brussels **photo book**