



CLIENT

BRUSSELS AIRPORT

brusselsairport.be

CONTEXT

Brussels Airport lies at the heart of Europe. Brussels is home to most major European institutions and has a central position in Western Europe. The brand focuses mainly on its Belgian character and highlights Belgian treasures like beer, chocolate and other local foods as well as comics, art and Belgian fashion. In 2016, the airport was hit by a deadly terrorist attack, resulting in 35 deaths. With 24.8 million passengers in 2018 it has successfully bounced back and even surpassed set goals. Now the company is looking to attract even more passengers by becoming the preferred airport of travelers around the world.

CHALLENGE

BRAND AWARENESS AND SALES

Brussels Airport is a prime location brand: for example, the international duty free of Brussels airport sells more than 800 tons of chocolate yearly, making it the biggest chocolate distribution center in the world! To put it another way, 1.5 kilograms of chocolate are sold every minute at the airport. And this is only a start; the airport still has a lot to offer. The primary goal of this campaign is to increase brand awareness for Brussels Airport as a major retailer, boost sales of Belgian products and associate the airport with the right proposition: an international brand that is safe and engaging.

DELIVERABLE

Develop a communication concept for a campaign with a fetching value proposition that engages an American target audience who would normally choose Schiphol (Amsterdam) airport or another neighboring airport.

FORMAT

PPT/Keynote with concept visual and/or **case movie**

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