



CLIENT

CITY OF ANTWERP

visitantwerpen.be/en/home

CONTEXT

You fly to Antwerp to visit the city and enjoy Belgian chocolates, beer and waffles. Antwerp is often voted and quoted as the European capital of culture, art, LGBTQ, partying, diamonds ... and a host of other attractions. It is a pocket-sized metropolis and home to one of the largest ports in Europe, with a tradition of international relations. Antwerp not only wants to attract young urban tourists, but is also looking to expand its audience to rural tourists as a part of their strategy "Antwerp, open to all."

CHALLENGE

BRAND AWARENESS

It is your job to develop an original campaign that introduces the city of Antwerp to "rural" American tourists. The challenge is how to get more tourists from the rural areas of the US to Antwerp (specific target audience). The ultimate goal is getting Americans to use mouth-to-mouth communication and refer to the city of Antwerp through your campaign.

DELIVERABLE

Develop a communication concept for a campaign for the city of Antwerp in the US that uses a unique proposition to reach and influence these specific target groups. Think about creative concept, messaging and communication channels.

FORMAT

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

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