



CLIENT

NEUHAUS CHOCOLATES

neuhauschocolates.com

CONTEXT

Most of you are familiar with Belgium's reputation for excellent chocolates. Along with Belgian waffles, Brussels sprouts and beer, Belgian chocolates must be one of the country's most widely exported products. The Neuhaus brand is truly able to say that they invented the original Belgian chocolate. They were the first to think of covering medicines with the finest chocolate. Later, this idea evolved into the classic Belgian "praline" as we know it today: a chocolate shell filled with pure delight.

CHALLENGE

BRAND BUILDING

Build the Neuhaus brand in the US. You will have to compete against large market brands like Hershey's, Mars, Lindt, etc. Take into account the unique selling propositions: "Original praline" and "Made in Belgium". Neuhaus isn't cheap and isn't widely available and therefore wants to retain its premium luxury brand status in the US.

DELIVERABLE

Develop a communication concept based on Belgian identity to launch the Neuhaus brand as a premium product in the fall of 2019 that competes with large American & Swiss chocolate brands. The goal is to engage Americans to buy an imported product from a Belgian company instead of choosing other (Swiss and American) chocolate brands.

FORMAT

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

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