



**Transforming advertising investment
into support for
a sustainable local economy**

Local support **more meaningful than ever**

- Inflation, crises, international tensions
- A growing need for proximity, meaning and trust
- A return to local consumption and shorter supply chains



Belgians want to buy local but lack clear markers

OK,...

90% prefer local products

85% would pay more for
Made in Belgium



BUT,...

60% struggle to identify
origin

63% can't name a local
brand spontaneously

88% see barriers to
buying local

Belgian media, relevant and credible ambassadors

Level of trust

Belgian media **78%!**



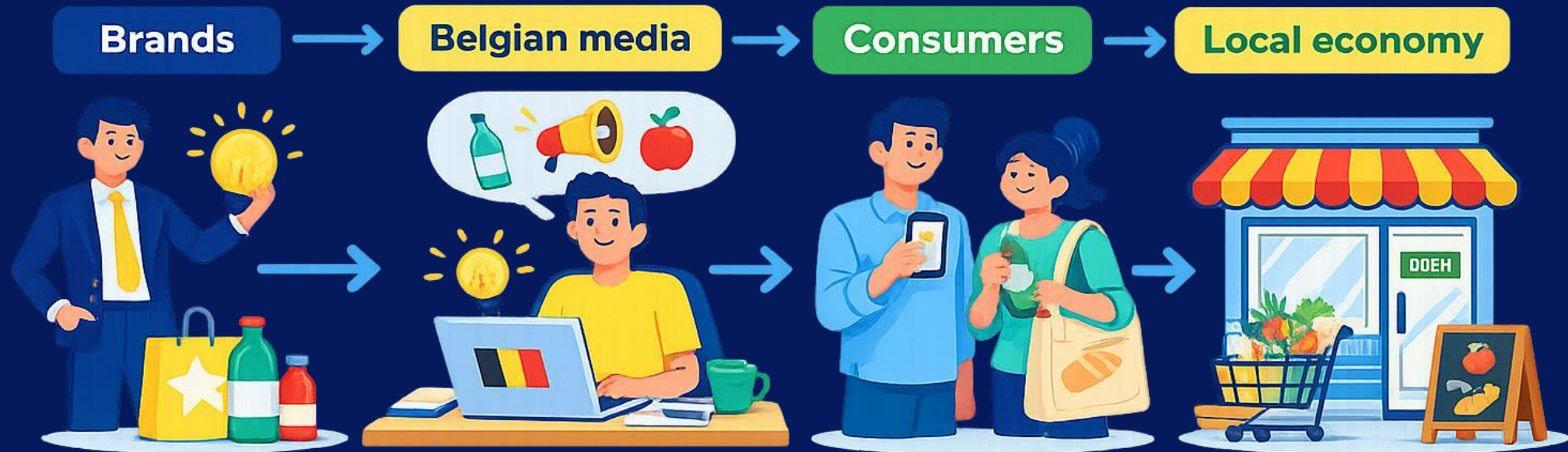
Social networks **32%**

Media can play an intermediary
role between brands and
consumers



62% of Belgians react
very positively when they see
an ad for a Belgian product
in Belgian media!

From insight to the initiative *Belgium at heart*



A national initiative designed to connect consumers, brands and Belgian media around local economic impact

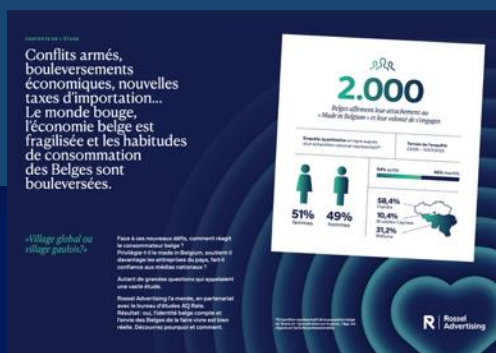
The Initiative

A long term activable platform

UNDERSTAND

A national study

To uncover Belgians' expectations around local consumption



IDENTIFY

A label *Belgium at heart*

Help committed brands make their Belgian footprint clear and recognizable.



AMPLIFY

A cross-media B2B and B2C campaign

Turn communication into local economic impact.



UNDERSTAND

How brands can communicate **their Belgian anchoring** with clarity and credibility?



ÉTUDE

Belgium
at heart

Les Belges
et le «Made in Belgium»

IDENTIFY

A simple marker to make local commitment visible

- easy to activate
- easy to identify
- valuable for brands and consumers



AMPLIFY

Launching the movement with the market

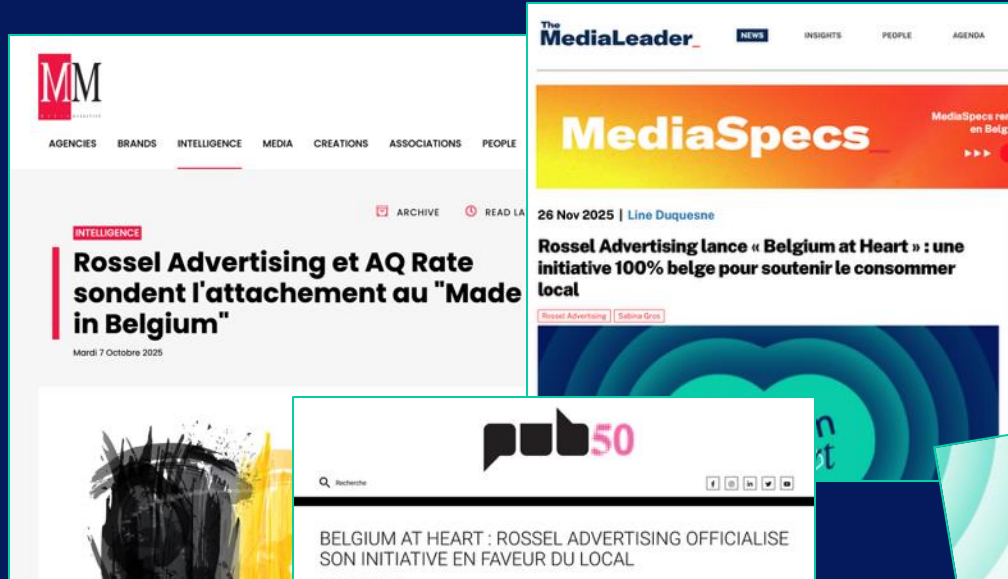


- Launch event at Musée Hergé
- 100 advertisers & agencies
- Roundtable on the study and actionable insights for advertisers

AMPLIFY

Convincing the market

MAILING



SPECIALISED MEDIA

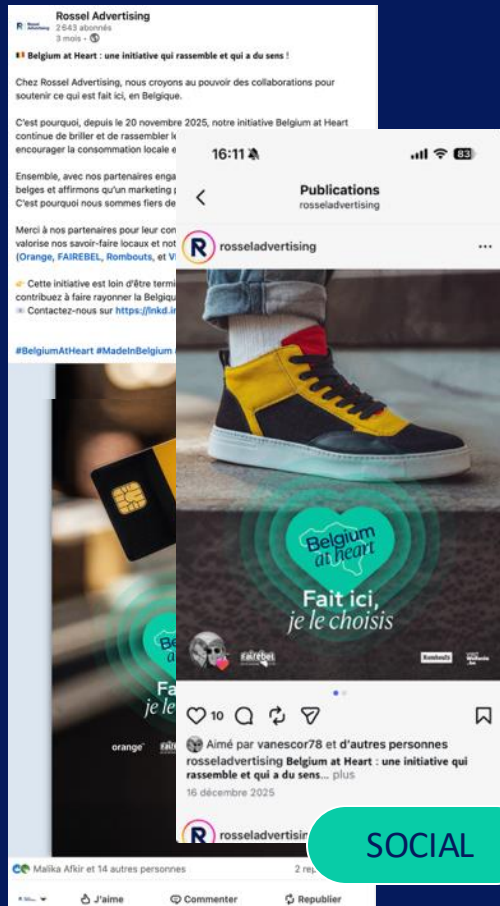


EDITORIAL CONTENT

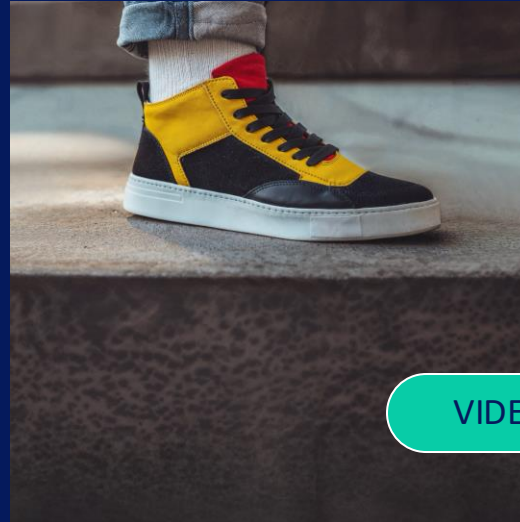


AMPLIFY

Activate local consumption in B2C



SOCIAL



VIDEO



DISPLAY

PRESS

RADIO



Belgium
at heart

Fait ici,
je le choisis

C'est le moment ou jamais de soutenir l'économie locale. Pour notre planète, pour notre développement ou tout simplement pour notre plaisir, ayons le réflexe de privilégier les marques et produits de chez nous. Vous qui lisez ce message dans un media aussi belge que vous, pensez-y.

orange™

FAIREBEL

Rombouts

VISIT
Wallonia
.be

Une initiative de **R** Rossel Advertising

AMPLIFY

Editorial content to raise consumer awareness



DEDICATED SPACE
ON SUDINFO / LE SOIR



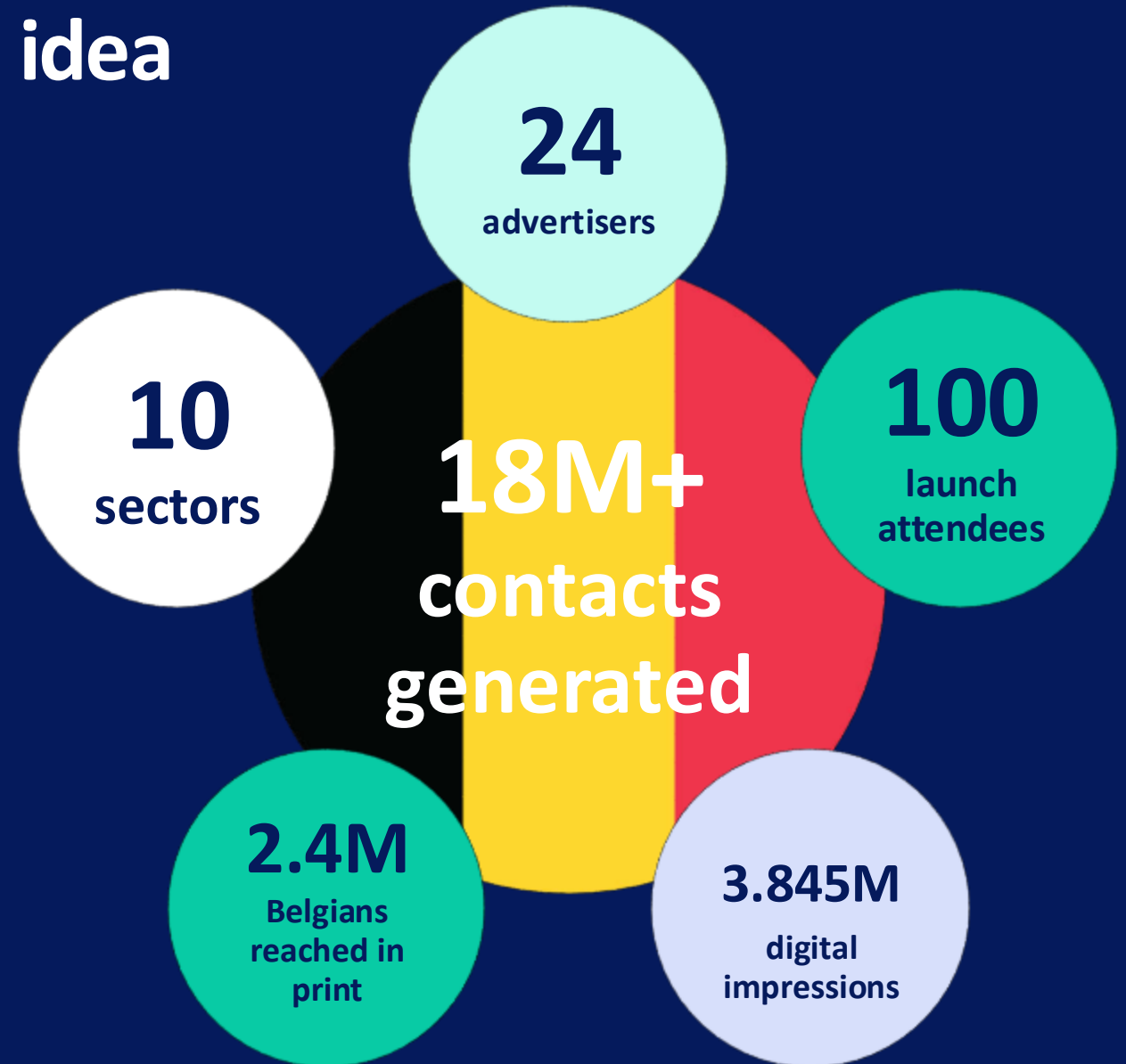
PRINT SUPPLEMENT SUDINFO & LE SOIR

R | Rossel
Advertising



Belgium at heart turned an idea into **a market movement**

Across B2B and B2C, Belgium at Heart mobilised advertisers, reached consumers at scale and gave visibility to brands supporting the Belgian economy.



Why Belgium at Heart deserves recognition?



- **It addressed a real societal tension**

Belgians want to support the local economy, but lack clear markers to act on it.

- **It transformed media into a trust-based solution**

Rossel used the power of Belgian media to connect brands, consumers and economic impact.

- **It created a scalable model**

Not a one-shot campaign, but an activable platform combining data, label and media amplification.