

2026

Cover Wrap Cartier, Belfius, Engie

2026

Cover Wrap Cartier

Cartier

Challenge

Cartier wanted to communicate around the reopening of its Brussels boutique through a premium and visually impactful format in Le Soir.

The challenge was to create an editorial layout that effectively showcased the boutique, its craftsmanship, artisans and iconic products, while maintaining the right balance between visual storytelling and editorial content.

The project also had to respect the specific constraints of a daily newspaper format and meet Cartier's HQ expectations in Paris.

Objective

The objective was to create a high-end, engaging and visually driven newspaper takeover that would highlight Cartier's renewed presence in Brussels.

The format aimed to showcase the boutique, its architecture, craftsmanship, artisans and iconic creations through carefully selected visuals and concise editorial content, while ensuring consistency with Cartier's brand identity and securing final approval from the HQ.

Print Solution

LE SOIR

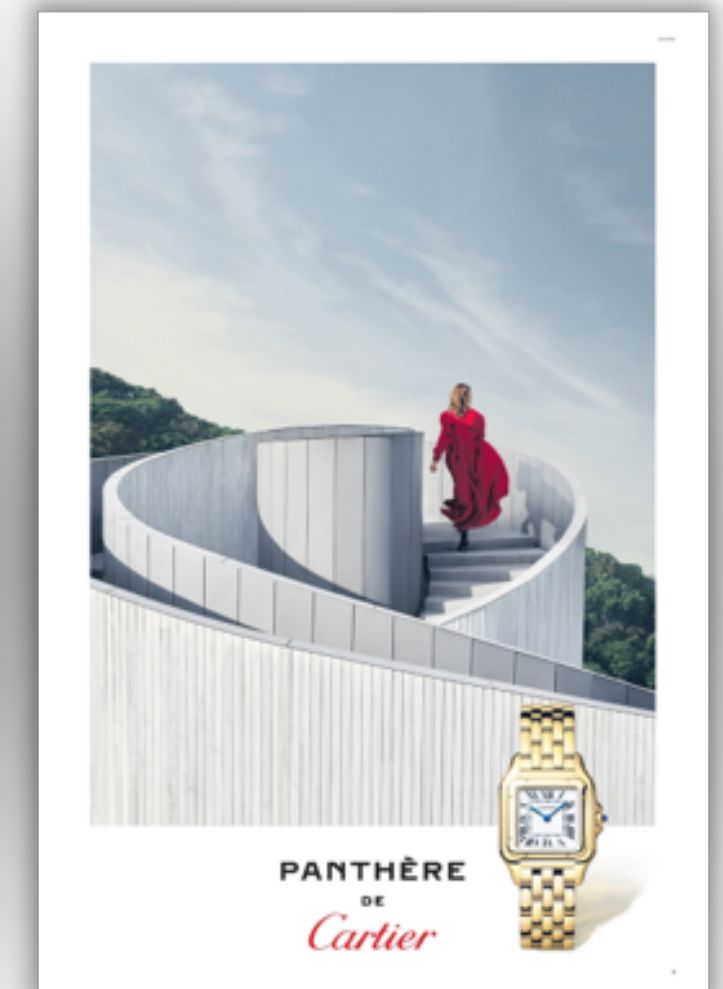
CoverWrap

In the 27th of September , 2024 edition.

Cover 2



Cover 3 & 4



2026

Cover Wrap Belfius

Belfius Challenge

Belfius wanted to develop a premium, highly visible and distinctive communication campaign, but the creative concept still needed to be finalized and validated with its agency.

The challenge was therefore to develop an impactful execution while taking into account the various creative and production constraints, particularly the embargo, the timing of the photo shoot and the delivery deadlines.

Objective

The objective is to strongly enhance Belfius' brand visibility and premium positioning through an impactful advertising campaign in Le Soir.

The campaign is built around a Cover Wrap surrounding the newspaper, complemented by a premium digital presence through the newsletter.

The ambition is to create a visually striking and high-end brand experience while ensuring that the campaign is delivered according to the planned production schedule.

Print Solution

LE SOIR

CoverWrap

In the 16th of September , 2025 edition.



2026

Cover Wrap Engie



Challenge

In a context where energy remains a source of uncertainty for many consumers, particularly due to bills, advance payments and energy consumption, ENGIE wants to stand out from traditional communications in the sector, which often focus on prices and technical aspects.

The brand therefore aims to address a more universal need: the need to feel reassured and have peace of mind.

Objective

Through its new brand platform, “It feels good to be sure”, ENGIE aims to strengthen its positioning as a trusted partner, rather than simply an energy provider.

The objective is to highlight the support and concrete solutions offered to customers, particularly through the ENGIE Smart App and customer service, giving them the feeling that everything is under control and allowing them to fully enjoy their daily lives without worrying about their energy-related concerns.

Print Solution

LE SOIR

CoverWrap

In the 1st of September , 2026 edition.



Cover 2



Cover 3 & 4



A close-up, slightly blurred image of a person's hand holding a smartphone. The phone's screen is visible, showing a light-colored interface. The entire image is overlaid with a semi-transparent blue filter. In the center, the words "THANK YOU !" are written in a large, bold, white, sans-serif font.

THANK YOU !