



OUR COMMITMENT

- **build immersive experience** between brands and consumers
- **based on human truth**; simple, relevant, local insights
- **measurable effects on fixed KPI**; sales, brand equity, awareness,...
- **optimal cost/effectiveness ratio**

OUR DAILY MISSION

- **anticipating** future trends
- **monitoring & analyzing** the new trends in an ownable and activating approach
- strongly involved in the brand's life through **marketing data and consumers insights**

Service

- Integrated Marketing Communications
- Strategic Advice
- Channel Planning
- Tactical Media Planning
- Negotiation
- Trading and Benchmarking
- Media Buying + optimization
- Reporting
- Media performances Post Buying
- Campaign effectiveness
- ROI modelling
- Competitors and market intelligence

People

- **Staff** 73
- Media experts 45
- New media 18
- IT 2
- Administration 3
- Finance 5

Management

- François Chaudoir CEO
- Michel Godelaine General Manager
- Bernard Cools Deputy General Manager
Market Intelligence Director
- Yves Vanderlinden Finance Director

Agency

Structure

- Creation - 1987
- Legal form - sa / nv

Shareholders

- Grey Belgium
- Saatchi & Saatchi Brussels
- Leo Burnett

International Partners

- MediaCom
- Starcom MediaVest Group / Vivaki

Membership

- UMA, ACC, CIM, IAB, Medibel+, BMMA, Stichting Marketing, GRP

Media buying turnover (UMA)

- 2007 : 193 M€
- 2008 : 186 M€
- 2009 : 170 M€
- 2010 : 176 M€
- 2011 : 178 M€

Media Mix

- TV/Radio 62%
- Print 22%
- Outdoor 6%
- Cinema 1%
- Digital 9%

Clients

Origin

- Direct 70%
- Shareholders 30%

Client / Budget Size

- <1,25 M€ 78%
- 1,25 M€ - 2,5M€ 7%
- 2,5 M€ - 5 M€ 4%
- 5M€+ 11%

Main clients (alphabetical order)

- bpost
- D'Ieteren
- Duvel Moortgat
- Electrabel
- Ethias
- GlaxoSmithKline
- Kréfel
- Mars
- Procter & Gamble
- RTBF
- Samsung
- Sanoma Magazines
- SNCB / NMBS
- Spadel
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