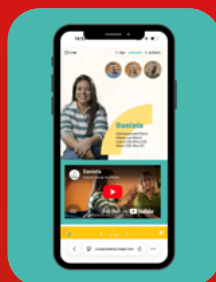


CONTENT MARKETING IS BRIDGING THE GAP BETWEEN BRANDING & PERFORMANCE

19 Content Marketing Cases



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Foreword

Petra De Roos

The most talked-about topic of recent months has undoubtedly been the debate around the balance between branding and performance. It's like that first bird you hear chirping around five in the morning: once you've heard it, you can't unhear it. And then you know it's better to get up and get to work.

That's exactly what we've been doing over the past few months with the ACC Expert Center Content Marketing. Through opinions, debates and interviews, we explored the topic through a content marketing lens, showing how the two can blend beautifully with the right strategic and creative approach.

On the next page, you'll find an overview with links to the different articles online that were published on this in the past months. The proof of the pudding is, of course, in the eating, which is why we have compiled this casebook, with the collaboration from the members of the Expert Center. It's packed with inspiration and best practices, along with a practical checklist on how to perfectly balance branding and performance.

Enjoy the read.



Petra De Roos
CEO ACC



PS: If you'd like to stay up to date with the initiatives of the Expert Center Content Marketing, [you can subscribe to the newsletter here.](#)

Overview articles



Why brands are losing their soul



DUTCH



FRENCH



The CMO's perspective: Yannick de Bièvre (Carrefour) on the balance between brand and performance



DUTCH



FRENCH



Quick wins or “the long game”? Golden lessons from the marketing playbook



DUTCH



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Performance marketing vs. brand marketing: “it’s not a battle, it’s a relay race”



DUTCH



FRENCH



Are we setting the bar high enough to build the bridge?



DUTCH



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Content marketing in the pinball machine: why relevant content truly always makes the difference



DUTCH



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Data-driven storytelling: how data sharpens content



DUTCH



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Checklist: how to balance branding and performance



DUTCH



FRENCH



The ROI of content marketing: how big is the impact?



DUTCH



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The metrics that truly matter: measuring content marketing based on value



DUTCH



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Always-on in the automotive sector



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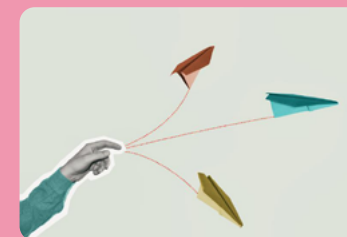
Tools and data: supporters of the brand story



DUTCH



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The new symphony of marketing



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How to balance branding and performance...

Brand and performance are both objectives that can be achieved through content marketing. But how do you strike the right balance between brand building and activation in practice? We've distilled 16 key lessons. This 16-point checklist is a synthesis of the content and all the tips that are explained in detail across the various articles listed on the previous page.

The basics

1. I understand the interplay between branding and performance marketing.

If there's one key takeaway, it's this: brand and performance are not opposites. Rather, they follow a sequence. Brand marketing builds context, trust, and recognition, creating the right foundation for performance success. The marketer's job is a constant search for balance between brand building and activation. Not an easy task, as each objective requires a different approach. Long-term brand building relies on emotional messaging, while rational messaging works best when immediate results are needed.

2. I push management toward an explicit budget allocation.

This balancing act shouldn't be guesswork. As long as the ratio between brand and performance remains implicit and is not translated into a clear budget split, the balance will likely tilt toward more visible and easily measurable activation efforts.

3. I recognize the consumer as a third force.

Branding and performance are not the only forces at play. Consumers play a crucial role and are no longer just passive recipients. Continuous interaction across multiple levels is becoming the norm.

4. I interpret the customer journey as a pinball machine.

Customer journeys rarely follow a linear path. To fully understand the multifaceted, modular impact of content and content marketing, the pinball machine is a fitting metaphor.

Content marketing as a bridge

5. I think strategically about content creation.

To bridge branding and performance, content marketing is the ideal tool. It combines high-quality content production with a well-thought-out strategy that is always the starting point. Strategic creation maximizes return on investment.

6. I use data as a strategic and creative starting point.

A content strategy doesn't emerge out of thin air. Data analysis is essential to map audience needs and translate them into compelling storytelling, both short- and long-term. Multiple types of indicators and metrics play a role here.

7. I safeguard brand identity.

Data alone is not enough. Human input, and therefore a distinct voice, remains essential. Not only in branding, but also in activation, which should be approached in your own unique way.

8. I combine branding and performance where possible in a single communication.

While branding and performance often require different content or at least different emphases, it is perfectly possible to combine both objectives within a single piece.

Content distribution

9. I don't let go of content after creation.

When it comes to distribution, branding and performance have more in common than differences. While brand-building often targets broader audiences and activation campaigns are more focused, the fundamentals remain the same: be where your audience is, at the right frequency. Content creation is only half the job; its full impact depends on distribution aligned with the content strategy. Thoughtful distribution is key.

10. I make every touchpoint independently valuable without losing coherence.

In line with the pinball metaphor (where the position of a touchpoint is never fixed) each interaction should stand on its own. At the same time, consistency across channels is crucial, with messages reinforcing one another. Independence and coherence must go hand in hand.

11. I build in sufficient repetition.

Consistency requires repetition, both within and across channels. Recurring content, brand assets, formats, and emotions create recognition and increase the likelihood of engagement at the right moment. Repetition is a key ingredient for both branding and performance for building awareness and staying top of mind at conversion.

12. I ensure my brand is continuously present.

Closely linked to this is the concept of always-on. Especially in sectors with long and complex customer journeys, continuous presence is essential. Brand awareness, and more importantly relevance, requires ongoing effort.

“Especially in sectors with long and complex customer journeys, continuous presence is essential.”

Measurement is key

13. I learn from the right metrics.

Data helps shape solid plans upfront, but also plays a critical role later in the process. By monitoring the right metrics, content campaigns can be optimized. The key is a clear set of relevant metrics. Not vanity metrics, but value metrics.

14. I compare apples with apples and pears with pears.

It doesn't make sense to evaluate brand marketing and performance marketing in the same way. Each has its own KPIs and benchmarks. Measurement plans should therefore include two distinct tracks, while still linking the two.

15. I work with a robust measurement model.

A clear view of KPIs is not enough. Beyond effective dashboards, solid analytical models are essential to turn data into insights. Media mix modelling is a valuable approach to distinguish between branding and performance channels.

16. I know that quantitative insights don't tell the whole story.

Statistics don't capture everything. Analyses that incorporate qualitative insights lead to the strongest content strategies and optimizations.

BNP Paribas Fortis

by Publicis

Gen Z doesn't ignore banks, they ignore banking talk. 'It's Just Finance' turned finance into edutainment à la WhatsApp group chat in a web series, and delivered measurable growth for BNP Paribas Fortis.

The brief

In Belgium, young adults aged 18–25 are largely disengaged from traditional banking. Seen as 'their parents' bank', legacy players struggle to be relevant with a generation that is financially anxious, allergic to jargon, and highly sceptical of institutional messaging. For BNP Paribas Fortis, this disengagement had tangible business consequences: only 13% of its client base belonged to this age group, churn was high, and the customer base was aging fast.

The challenge was clear but delicate. BNP Paribas Fortis needed to reconnect with Gen Z, reduce churn, and improve brand consideration and reputation, without competing on price. Challenger banks would always win that battle. Instead, the brand needed to win on value, trust, and relevance.

The brief: develop a short-term, content-driven campaign that could shift perceptions of

“Explain it like a friend would.”

BNP Paribas Fortis among 18–25-year-olds and deliver measurable brand and business impact. The content had to educate without lecturing, feel native to social platforms, and prove that a legacy bank could still earn its place in a young audience's feed.

Strategy & creation

STRATEGY

Our goal was to re-engage finance-sceptical young adults who had mentally checked out from traditional banking communication. Research combining existing Gen Z studies and a dedicated focus group revealed a key insight: while Gen Z feels overwhelmed by financial complexity and contradictory online advice, they are also more financially informed than any previous generation.

This tension inspired our strategy. Instead of addressing Gen Z as one homogeneous group, we embraced its duality by creating content that spoke both to the 'confident' and 'overwhelmed' persona. The strategic choice was to shift BNP Paribas Fortis from an abstract financial institution to a helpful, trustworthy presence (more friend than banker).

Edutainment became our core approach: short, practical financial advice delivered in an accessible, non-condescending way, optimised for social-first attention rather than traditional reach metrics.



CREATION

The result was 'It's Just Finance': a short-form content series designed to look and feel like real-life conversations. The creative concept was built around a fictional WhatsApp-style group chat between two flatmates – one finance-savvy, one full of questions.

Each of the six episodes tackled a concrete money topic (budgeting, saving, everyday banking) through voice notes, video calls and text messages. Everything was filmed on smartphones using a lo-fi aesthetic, embracing emojis, imperfections and Gen Z language to counter 'ad fatigue' and perfectionism.

What looked casual was intentional. By avoiding overproduction, jargon and overt sales talk, the content felt native, relatable and trustworthy. Underneath the informal tone sat a serious ambition: to rebuild trust and long-term relevance for BNP Paribas Fortis among a new generation.

Distribution

The campaign ran from November to December 2024 across platforms where young adults actually spend time and devote their attention: TikTok, Instagram Reels, Snapchat, YouTube, Facebook Watch, Spotify, online video networks and CTV platforms.

Each episode was adapted into multiple formats (6", 15", 30", 60") and different branding intensities

to test tolerance for brand presence and message depth. Media planning was dynamic and data-driven: formats and episodes that retained attention were amplified, while underperforming ones were optimised or phased out. Lookalike audiences were built from viewers who watched over 50%, shifting focus from reach to attention.

Results

The campaign achieved both brand and business impact.

- **Reach & attention:** 95% of Belgian 18-25 year olds were exposed to the campaign. Over 1.1 million completed views on 30" and 60" formats. Cost per completed view dropped from €1.69 (previous year) to €0.06. Attention per minute outperformed benchmarks by 220%.
- **Brand impact:** +6.8% consideration, +27% intent to become a client, +62% brand reputation.
- **Business impact:** Up to 4.7x more Hello bank! accounts opened versus normal acquisition periods, and a 27% reduction in churn among 18-25 year olds.

More than views or likes, 'It's Just Finance' proved that a legacy bank can still feel relevant, by speaking the language of its audience and delivering value on their terms.

Agency Life

by com&co

'Agency Life' is a long-term content platform by Teamleader, built to connect with a tough audience: agencies. By creating space for honest, peer-driven conversations instead of sales messaging, it builds a growing audience and strong engagement over time. This sustained approach strengthens brand trust and supports the growth of Teamleader's agency customer base.

The brief

Teamleader is a Belgian SaaS scale-up selling work management software to agencies and entrepreneurs. For Teamleader, the agency market (creative studios, digital agencies, marketing bureaus) represented a major growth opportunity. But it was a tough one to crack.

Agencies are a notoriously critical audience. They make marketing themselves, so they see through campaigns and sales talk in seconds. On top of that, Teamleader isn't an agency. So who are they to tell agencies how to run their business? Classic product marketing was never going to build the kind of trust they needed.

The brief: build genuine credibility and brand awareness among agencies in Belgium, the Netherlands and Germany. Become a recognized, trusted partner in the agency world – and ultimately drive sales of Teamleader's agency software.

Strategy & creation

We launched 'Agency Life' not as a campaign, but as a long-term, community-driven content program. Now in its fifth year, it has become a well-established brand in the agency community across three countries – and it keeps deepening that position.

The founding insight was simple but powerful: agencies rarely share knowledge openly with each other. Interactions tend to happen either in pitch situations – fiercely competitive – or at award shows – where it's all mutual backslapping. There's very little honest, open exchange about the real challenges of running a bureau. 'Agency Life' was built to fill that gap. A space where agency leaders talk candidly about the topics that usually stay behind closed doors: pricing models, sales strategies, consolidation, hiring, pitching, team management and more. Not Teamleader telling agencies what to do, but agencies sharing hard-won wisdom with each other. A love letter to the industry, written with the industry.

From day one, we designed the program to cover the full funnel through complementary formats, each with a distinct role:

1. Podcast & newsletter (bi-weekly): agency leaders and experts in honest, unfiltered conversation about the topics that matter most. The newsletter delivers the latest episode alongside curated industry insights, building a loyal, engaged audience over time. This is the long game.

2. E-books: practical, hands-on content tackling real operational challenges: from managing your sales pipeline to intercompany invoicing. Used as lead magnets to generate and qualify demand in the shorter term.



Distribution

Omnichannel: podcast platforms, bi-weekly newsletter, organic & paid social media, content partnerships with industry platforms like Adformatie and Fonk, and targeted ABM distribution of the print magazine to hard-to-reach top-tier agencies.

Results

Since launching 'Agency Life', Teamleader's agency base has grown from about 3,500 to more than 4,000. While multiple sales and marketing efforts contribute to this growth, 'Agency Life' is a key part of the mix: building the brand awareness and trust that makes conversion possible in the first place. The audience keeps growing too: 'Agency Life' now reaches 3,000 podcast listeners per month, 3,500 newsletter subscribers, and distributes 2,000 magazines per year.

“A love letter to the industry, written with the industry.”

3. Magazine (twice a year): a bold, big fat print magazine combining existing and exclusive content. A deliberate choice to stand out in a digital-first world: the kind of thing that lands on a desk and stays there. It brings together perspectives from Belgium, the Netherlands and Germany, serving as both the international layer of the program and a high-impact ABM and sales asset that opens doors traditional outreach can't.

4. Live events: smaller community gatherings throughout the year create genuine human connection between agency professionals. And once a year, 'Agency Life' hosts a stage at Work Smarter – Teamleader's annual flagship event.

Across all formats, content is maximally repurposed. A podcast conversation becomes a newsletter story, a social post and a magazine feature. One story, many lives – and a program that keeps growing.

Orange 'Connected 2.0'

by Cypres

Every entrepreneur starts with a dream. But somewhere between daily firefighting and endless to-do lists, that original ambition gets buried. How do you help thousands of SMEs rediscover their focus, without it feeling like a sales pitch? Orange Belgium and Cypres chose an approach that proved great content has the power to simultaneously work on brand and deliver qualitative leads.

The brief

From October 2024 to February 2025, Cypres built on Orange Belgium's ongoing Connected campaign with fresh formats, a sharper channel mix and a renewed strategic focus. The result: 'Connected 2.0', a fully-fledged long-term content programme aimed at Belgian SME entrepreneurs.

The core insight was clear: entrepreneurs are losing focus because they're constantly putting out fires. 'Connected 2.0' set out to help them reconnect with their original ambition, and give them the tools to grow, without getting lost in complexity. That translated into a content-first, data-driven approach: every piece of content starts from recognition and empathy, followed by expertise and concrete solutions. The campaign had three concrete objectives: building reach within the SME segment, driving traffic to a central content hub, and capturing high-quality leads through inspiring and practical content.

"Great content delivers on branding and performance."

Strategy & creation

A FULL CONTENT ECOSYSTEM BUILT AROUND FOUR PILLARS

The campaign targeted Belgian B2B decision-makers aged 25 to 55, working in companies with 50 to 1,000 employees. Targeting combined broad audience segmentation based on job role, sector and interests with lookalike audiences and remarketing strategies using first-party data, video viewers and previous website visitors.

The content hub formed the backbone of the campaign, structured around four strategic pillars: digitalisation, cybersecurity, hybrid working and innovation. The content offering was wide-ranging: blog articles, expert interviews, podcasts, whitepapers, infographics, self-scans and landing pages per pillar. No product push, just relevant content that prompts entrepreneurs to reflect, and to act.

The creative concept placed recognition at its core. Through a series of awareness videos, we brought the entrepreneur's original dream back into focus: why did they start? And how can Orange help them stay focused on exactly that? This narrative thread ran consistently through all campaign deliverables, from social media to self-scans.

To improve lead quality, smart lead hooks were deployed (including self-scans and micro-surveys) generating richer data for the sales teams.



Continuous performance monitoring ensured the campaign could be adjusted in real time based on audience behaviour and results.

Distribution

FULL-FUNNEL, FROM REACH TO CONVERSION

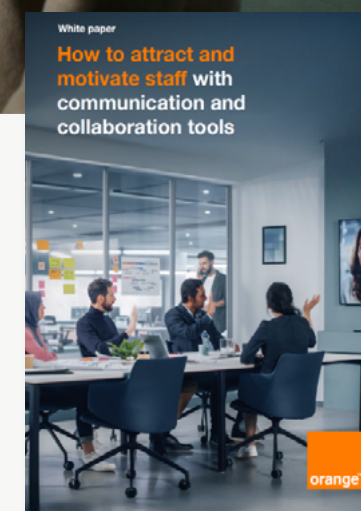
Distribution followed a clear full-funnel logic, with each phase having its own channels, formats and KPIs.

In the awareness phase, a series of storytelling videos was distributed via Meta, LinkedIn, YouTube and Kanaal Z. Search, display and radio amplified reach across multiple touchpoints. This phase also built high-quality remarketing audiences for subsequent stages.

In the traffic phase, users were directed to pillar-specific landing pages via targeted social and search ads. Native advertising and podcast content, developed in collaboration with De Tijd, deepened reach and strengthened credibility.

In the conversion phase, video viewers, landing page visitors and content engagers were retargeted with personalised, action-oriented content. Gated assets such as whitepapers and self-scans captured data and qualified leads. Embedded lead forms on product pages lowered the barrier for high-intent visitors.

In addition, Orange Belgium's owned channels (mailings, newsletters and blog articles) were used to further engage existing customers and prospects. A new format made its debut: the podcast, giving independent experts a voice and positioning Orange Belgium as an approachable ICT thought leader.



Results

ALL TARGETS EXCEEDED

Results surpassed expectations across the board:

- **Awareness:** Campaign exceeded its target by 31%. Over 20 million impressions via social media, 1.25 million impressions and 872,318 views via online video, and a radio recognition score of 83.5% (+16% vs. the previous radio campaign in 2013)
- **Traffic:** Approximately 1 million clicks in total, including 885,794 via display
- **Conversion:** Target exceeded by 67.4%. 518 conversions via social and display combined.
- **Brand lift:** Average of +50.73%, with standout results for digitalisation (+67.5%) and cybersecurity (+54%)

'Connected 2.0' proved that content built on insight, crafted with care and delivered consistently has the power to elevate a brand far beyond its category. In the perception of entrepreneurs, Orange Belgium made a clear shift: from telecom provider to trusted ICT partner.

Colruyt Group Academy

by Bold & pepper

Health gurus are popping up everywhere, but how reliable are they? Colruyt Group Academy truly wants to help people to live healthier (and happier) lives. So they asked Bold & pepper for help to transform their brand into the go-to platform for healthy living through blogs, video, print, and social media.

The brief

Everyone knows Colruyt, but have you heard of Colruyt Group Academy? This branch of Colruyt Group organises workshops, webinars and children's holiday camps. And that's not all. "We want to help people live consciously, healthily and happily," explains Tijs Hanssens, marketer at Colruyt Group Academy. "We aim to do that through reliable content on our website and our social media profiles."

That might be more difficult than it sounds, especially in an online landscape where AI is becoming increasingly dominant. "That's why we wanted a content specialist who could create original blogs and posts that hold up in this AI era. One with the right journalistic skills to give our experts a voice, without ending up with preachy blog content." The challenge? To make Colruyt Group Academy better known as an inspiration platform, rather than just a website where you can book your next workshop.

Strategy & creation

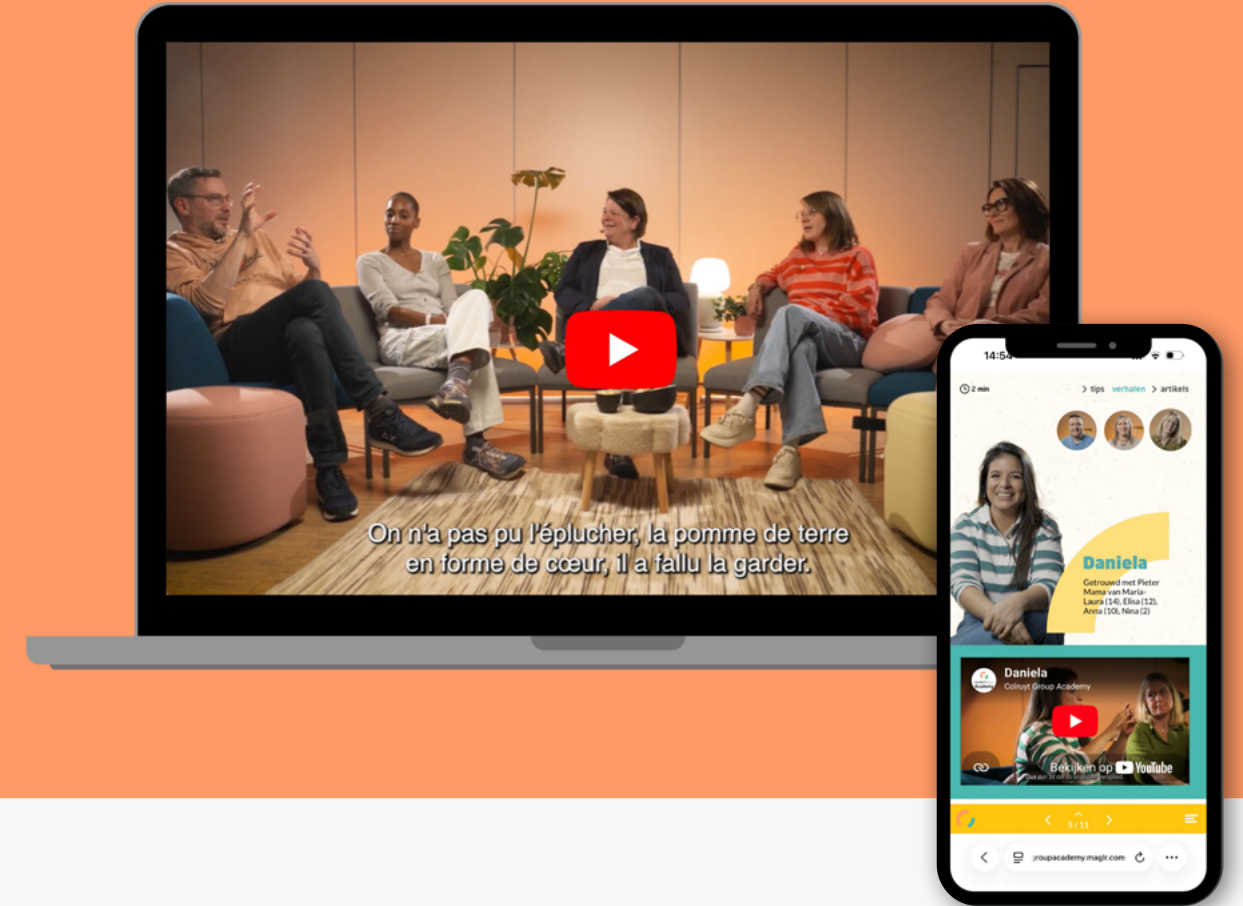
Whether the topic is gut health, back-to-school, peace of mind, or building new habits, every monthly theme starts with a briefing from Colruyt Group Academy. "It is impressive to see how even my roughest ideas grow into high-quality blogs, posts, videos and posters,"

Tijs says with a smile. "We don't want our content to be a direct translation of the workshops and webinars we offer. It should inspire people to make healthier choices, and indicate that our offer could help them do just that."

To make that happen, Bold & pepper looks for the strongest angles and freshest ideas to bring each theme to life. We do this through in-depth expert interviews, relatable reader stories, listicles packed with useful tips, surprising fun facts, quizzes, educational short-form videos, and other publications.

The style? Inspiring, not preachy. The motto? We write for ordinary people: relatable and down-to-earth.

"Clicks matter, but awareness matters more."



Distribution

Initially, we produced only blog content for www.colruytgroupacademy.be and the occasional Instagram post. Over time, that grew into much more. Because if you really want to reach people, you need to think bigger.

So now, the Bold & pepper team can often be found in the hallways, studios and kitchens of Colruyt Group Academy. Sometimes quite literally, with a script, microphone and camera in hand for a social video. Sometimes indirectly, through colourful posters and flyers that immediately catch the eye and spark interest in that month's blogs.

The most ambitious project so far was undoubtedly a round-table discussion in which parents, in the presence of an expert, shared how they teach their children healthy eating habits. (Or at least try to.) Bold & pepper was responsible for the concept and execution, resulting in a production involving pre-interviews, video and audio capture, and moderation. And we did it twice: once in Dutch and once in French.

Why take such a large-scale approach? Content optimisation, of course. The round-table discussions formed the basis for a standalone online publication, blogs, practical tips, videos, and social media content.

Results

Content optimisation is about more than creating a lot of output from one production. It is also about achieving multiple goals with a single piece of content. Generating clicks and views to increase workshop participants matters, but Bold & pepper also strives to increase awareness of Colruyt Group Academy, strengthening its brand story and building customer trust.

So yes, growing numbers are a great result, but a strong client review matters just as much. Tijs Hanssens, marketer at Colruyt Group Academy, says: "Bold & pepper made a real effort to get to know Colruyt Group Academy, which starts with asking the right questions. Which topic needs to be explained by an expert? Which type of blog generates clicks? How can we connect it to a product? They understand that content can be enjoyable and purposeful at the same time."

According to Tijs, the difference lies in the people behind the content. "Bold & pepper is down-to-earth and authentic, and creates content for ordinary people. Clear, relatable and simply enjoyable!" We love to hear it.

Cairgo Bike

by Publicis

Brussels professionals don't need another lecture on mobility, they need a solution that works. Good Wheels proved cargo bikes can replace vans by 'upgrading' real local businesses with tailor made bikes in a Pimp My Ride-style web series.

The brief

Brussels professionals who transport goods daily (craftspeople, independents and small business owners) are heavily reliant on cars and vans. Congestion, parking fines, fuel costs and increasing environmental restrictions make their daily mobility inefficient and stressful. Yet most of them are unaware that a viable alternative already exists: the cargo bike.

Cairgo Bike, a three-year programme by Brussels Mobility, aims to accelerate the adoption of cargo bikes by professionals through financial incentives, training and infrastructure. As a non-profit initiative, the challenge was not to sell bikes, but to shift mindsets and prove that cargo bikes can realistically replace cars or vans for professional use.

The brief was to create a content-driven campaign capable of raising awareness and changing perceptions among Brussels-based professionals aged 18 to 45, by demonstrating (credibly and concretely) that 'another way' of working and moving in the city is possible.

Strategy & creation

STRATEGY

Our strategic starting point was a simple barrier: disbelief. Most professionals assumed cargo bikes were impractical for their work. To overcome this, we avoided abstract arguments or functional demos and instead focused on storytelling through real-life use cases.

The strategy was educational but entertainment-led: showcase professionals from different sectors successfully replacing their vehicles with a cargo bike tailored to their exact needs. By grounding the message in reality (not ideology) we turned sustainable mobility from a principle into a practical option.

Because the target audience was professional and urban, distribution strategy prioritised contextual relevance over mass exposure, with a strong focus on platforms where professionals discover content in a lean-back but curious mindset.

CREATION

The creative answer was Good Wheels, a web series inspired by the iconic TV format Pimp My Ride. The twist: instead of upgrading a car, each episode 'upgraded' a professional's daily work vehicle by secretly replacing it with a custom-built cargo bike.

In each episode, the Good Wheels team surprises a different professional, listens to their real operational needs and unveils a tailor-made cargo bike solution. The series featured three real Brussels-based professionals: a tech repair entrepreneur, a carpenter and a photographer – each with radically different constraints, loads and working environments.

To maximise local relevance and authenticity, the show was deeply rooted in Brussels culture. It was hosted by Brussels-based rapper James Deano, featured a visual identity co-created with local illustrator Krump, and used a jingle sung by



Targeting combined professional functions, sectors, behaviours and interests to reach a highly qualified B2B audience across Brussels.

Results

The campaign delivered strong performance on both attention and engagement metrics:

- **2.4 million impressions** and **13.3K clicks** across platforms.
- Significantly overperformed benchmarks, especially on LinkedIn, with up to **292% more impressions than forecast** and much lower CPMs than anticipated.
- **Strong qualitative engagement**, with positive reactions and comments from professionals recognising themselves in the content.

Beyond media metrics, the most meaningful outcome was behavioural and social: the featured professionals became genuine advocates of cargo bikes. One participant, a photographer with a large social following, organically shared his journey across Belgium using the cargo bike, generating valuable earned media and extending the campaign's impact beyond paid channels.

Good Wheels successfully demonstrated that well-crafted, locally rooted content can change perceptions and make sustainable mobility feel achievable, relevant and desirable for professionals.

emerging Brussels artist Moni.a. These creative choices ensured credibility, relatability and cultural resonance.

The result was content that felt like a TV show rather than a campaign, while delivering a clear and demonstrative message: if it works for them, it can work for you.

Distribution

Episodes were published on Cairgo Bike's owned platforms (website and YouTube channel) and amplified through paid media on META (Facebook & Instagram) and LinkedIn. META ensured reach and attention, while LinkedIn delivered strong professional affinity.

The media campaign ran from January to April 2023 and was structured in two phases: a teaser phase to spark curiosity, followed by a full-episode phase focused on deeper engagement.

Deutsche Bank

by JaJa

How do you make complex financial knowledge truly land? For Deutsche Bank, JaJa produces 'Money Expert', an investor magazine that is in-depth, visually compelling and - perhaps surprisingly - highly accessible. In the most recent reader survey, the magazine achieved an average reading time of 37 minutes.



The brief

Deutsche Bank wanted to better support its wealthy clients in an increasingly complex financial world. From geopolitics to market dynamics: the bank had strong expertise but needed a way to communicate it clearly and engagingly.

JaJa was commissioned to translate that expertise into accessible, strategically grounded content - with 'Money Expert' as the flagship. The magazine is published three times a year and is designed to make complex topics such as wealth planning and financial market trends credible and understandable. At the same time, the content needed to be deployable across digital channels.

Strategy & creation

We developed a varied content approach in which editorial, design and storytelling work together seamlessly.

At the core is 'Money Expert', a high-end 52-page magazine that brings together current affairs, trends and concrete investment insights. We deliberately chose a journalistic style: clear, to the point, free of jargon and always substantively strong.

Visual storytelling plays a key role throughout every edition. In each issue, we dedicate a two-page spread to one topic explored in depth - subjects such as gold as an investment, geopolitical tensions or global debt. From an abundance of data, we distil a clear narrative that resonates and stays with the reader.

In addition, we develop content formats that work both in print and online. Articles are rewritten for the bank's advisory website, allowing insights to reach a wider audience and generate value over a longer period.

Through this combination of strong copy, considered design and visual formats, we create content that builds trust and makes expertise tangible.

“Content that builds trust and makes expertise tangible.”



Distribution

Print: 'Money Expert', three times a year for a high-net-worth client audience

Online: reworked articles on the Deutsche Bank advisory website

Additional: editorial production of quarterly reports, client brochures and digital stories

Results

- Average reading time: 37 minutes (source: Custo reader survey)
- High appreciation and strong reader engagement
- Complex topics are effectively understood and valued by readers
- Structural partnership: JaJa has grown into a trusted, long-term content partner
- Content formats deployed broadly across both print and digital channels

Federale Verzekering

by SPYKE

In a highly competitive market, Federale Verzekering sought to showcase its range of supplementary pension solutions. This is a complex subject requiring a nuanced approach, especially for the self-employed and small business owners. The solution was a comprehensive white paper featuring expert insights, testimonials, simulations, and more. Our strategy not only enhanced the insurer's image but also resulted in a significant number of downloads and leads.



The brief

In a highly competitive landscape, Federale Verzekering aimed to demonstrate its support for the self-employed and small business owners, including their personal lives. New products were introduced, but the insurer also sought to raise awareness about pensions. This theme was particularly relevant, considering that most of Federale Verzekering's customers are sole traders and SMEs. They have a strong interest in starting to save for their supplementary pension early.

“Federale Verzekering wanted to present a considerable amount of information, we chose a white paper as the main asset.”

Strategy & creation

The core insight of the content marketing strategy was the significant gap between the average pension for the self-employed and the proportion who build a supplementary pension. Not only do the self-employed have – by far – the lowest average pension compared to employees and civil servants, but only 56% of them are contributing to a supplementary pension. In contrast, 80% of employees do so through their employer.

It was therefore essential to emphasise to the self-employed that they must take the initiative. That is why we chose the end-of-year period, a time of heightened interest extending into early 2026. After all, it is just before and just after this period that people are most focused on financial matters. Furthermore, in autumn, there is already considerable media attention on the tax benefits of supplementary pensions and pension savings, making it easier to engage with the trend.

An information and awareness campaign targeted a threefold objective:



- to promote the download of an asset and thereby collect personal data;
- to improve the image of Federale Verzekering as a pensions expert and;
- to arrange appointments for the sales network.

In other words, it involved both enhancing the brand image and increasing conversions.

Since there was a considerable amount of information to present in a nuanced way, we chose a white paper as the main asset. This choice was guided by the journalistic question: what information would be most helpful to the target audience? The answer involved a combination of elements:

- compelling statistics
- analysis conducted by both internal and external experts
- testimonials
- simulations

The result was a document of 36 pages that was easy to scroll through.

Distribution

To maximise downloads, a limited teaser campaign was launched across various media, including native advertising in several titles published by Mediahuis and Professional Media Group (PMG), as well as banner adverts on the website of Spaargids. Federale Verzekering also used its own social media channels and SEA to push the white paper. It was striking that, at this stage, the content was already taking centre stage.

This was also evident from the PR component, which focused heavily on the actual pension received by the self-employed.

Additionally, we established a fortnightly email series that gradually provided more inspiration and information on the topic. Finally, we launched a Wikipedia page. Such a page is more traditional but remains vital as a source in the era of LLMs. It plays a crucial role in shaping how Federale Verzekering is perceived online.

Results

With over 360 downloads, Federale Verzekering is very pleased with its impact. Moreover, the content was viewed in various ways by many of the insurer's customers and prospects: emails were sent to around 11,000 contacts, resulting in a high open rate, often exceeding 40%, and a high click-through rate, averaging about 5%. These figures remained remarkably consistent throughout the entire period. In total, thousands of Federale Verzekering's prospects had the opportunity to connect the insurer with the topic of pension savings, which undoubtedly enhanced its image as an expert in this field.

Grant Thornton's 'On a roll'

by com&co

In a consultancy market dominated by the 'Big Four', being the challenger means working twice as hard to be seen, heard and remembered. Grant Thornton set out to turn that challenger position into its greatest strength – not by shouting louder, but by getting closer. This is the story of how a sharp narrative and a branded van helped put the firm firmly on the map.

The brief

Grant Thornton has ground to cover to close the gap with the traditional 'Big Four' in consultancy – particularly when it comes to brand awareness. Catching up is a long-term journey, especially when you also want to generate strong business results along the way and compete in an intense war for talent.

Strategy & creation

Our collaboration with Grant Thornton began in 2022 with a strategic exercise. This resulted in a challenger narrative positioning Grant Thornton as a firm that is grounded, hands-on and close to its clients (unlike the more distant 'Big Four'), while also benefiting from a strong international network (something smaller local players cannot offer). A narrative that sets Grant Thornton apart as both a service provider and an employer.

For marketing, we introduced 'The Field': a central hub where all content comes together, with a newsletter of the same name acting as its engine. At the heart of both sits 'On a roll', a distinctive video format that brings the strategic narrative to life while putting the Grant Thornton brand firmly in motion.

In each episode, a Grant Thornton advisor quite literally hits the road in a branded van to visit a client. There, they sit down with their main contact – often a CEO or CFO – to talk about their successful collaboration. The vehicle is not just a visual hook, but a clear expression of proximity: Grant Thornton doesn't wait for clients to come to them – it drives out to meet them.

No distant, corporate thought leadership – just stories from the field: real clients, real conversations, in their own environment. Making Grant Thornton's 'feet on the ground' positioning tangible and alive.

Distribution

We launched the first series in 2024 with 6 episodes – 4 in Flanders and 2 in Wallonia – and expanded it in 2025 with 2 additional Flemish and 2 Walloon videos. This near-equal focus on Wallonia is strategic: while Grant Thornton is currently strongest in Flanders, it aims to accelerate growth across the language border through newly established local offices.

Social media teasers (Meta, LinkedIn and YouTube) drive reach and traffic, while dedicated landing pages featuring the 2–3 minute hero videos are designed for conversion, with in-depth case content and targeted calls-to-action.



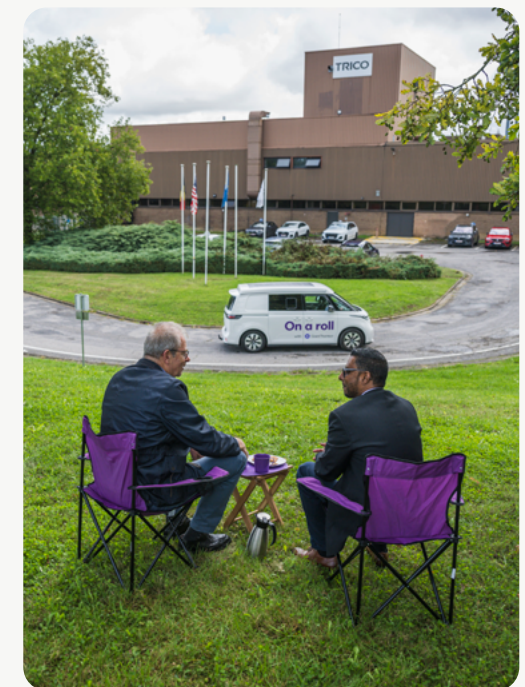
Each new episode of 'On a roll' also serves as the centerpiece of the monthly 'The Field' newsletter.

Results

In 2024, the 'On a roll' videos generated 3 million impressions on social media. The true long-term impact of these efforts is being monitored through brand tracking, with results from the first wave not yet available at the time of writing.

Equally important is the internal impact: 'On a roll' has significantly accelerated marketing engagement across the organisation. Offices that were previously only marginally involved are now actively contributing to content initiatives and events. Across the 7 offices nationwide, new initiatives are being developed to extend the grounded, hands-on narrative beyond a visible top-of-funnel format into tangible mid- and bottom-of-funnel activities such as seminars and webinars that deliver direct results.

What started as a video format has grown into a driving force behind the entire marketing engine. Grant Thornton is clearly on a roll, and shows no signs of slowing down.



“‘On a roll’
has grown into
a driving force
behind the marketing
engine.”

Kringwinkel

by Hotel Bonka

In a landscape dominated by disposable trends and fast fashion, standing out as an eco-conscious Gen Z-er requires more than just intent; it requires a unique visual identity. To bridge the gap between circularity and contemporary style, we transformed Kringwinkel's eclectic inventory into a series of high-impact, on-trend fashion visuals.

By partnering with a top Belgian stylist and photographer – who championed the project as both creators and brand ambassadors – we didn't just showcase clothes; we redefined them. The result is a bold aesthetic statement that perfectly translates Kringwinkel's 'Opnieuw Geluk' (Newfound Happiness) mission for a new generation, proving that second-hand is not just a sustainable alternative, but the ultimate fashion-forward choice.

Objective

To reposition second-hand fashion as a powerful vehicle for self-expression and unique identity among Gen Z. The ultimate goal was to foster a deep sense of pride in wearing pre-loved clothing, elevating it from an alternative option to the premier choice.

Context

Kringwinkel has undergone a dynamic demographic shift. With a rapidly growing Instagram community of at the time over 10,000 followers (predominantly young women), the brand sought to capitalise on this highly engaged audience and solidify its relevance among a younger generation.

Strategy

1. Earned Media & stores:

We leveraged Kringwinkel's robust footprint of 130+ physical stores for in-store visibility and as host venues for our experiential expo. We also activated the existing customer base through targeted email marketing and organic storytelling.

2. Digital-First & Trend-Jacking:

The influencer-driven campaign was native to Gen Z's preferred platforms: Meta and TikTok. The nomenclature 'Kring Core' cleverly tapped into the viral aesthetic 'core' trends (e.g., normcore, gorpcore) prevalent on social media, using them as visual shorthand for personal identity and values.

3. PR amplification:

Securing broad national and regional press coverage to scale the reach.

4. Authentic brand advocacy:

Moving beyond traditional models, we anchored the campaign in authentic storytelling by casting ten real-life brand ambassadors, each bringing a distinct style and a genuine passion for Kringwinkel.

Creation

Partnering with renowned local stylist Farah el Bastani, we executed a guerrilla-style fashion shoot inside an



“Authentic storytelling empowers a generation to proudly wear their values.”

operational Kringwinkel. Through an online casting call, enthusiastic Kringwinkel fans responded to participate.

During the shoot, the team constructed a bespoke set every hour using second-hand furniture straight from the shop floor, resulting in eight highly diverse aesthetic shoots. Post-production, all props and garments were returned to the shelves. This initiative culminated in the 'Kring Core Expo' in Ostend, featuring panel discussions on fast fashion and inclusivity, deeply rooting the campaign in Kringwinkel's core USPs: its heritage, community, and circular product lifecycle.

Distribution

We activated a holistic omnichannel matrix:

Paid: Hyper-targeted social ads on Meta and TikTok with a dynamic casting video and a compelling aftermovie.

Owned: Organic social posts leveraging User-Generated Content and ambassador stories, supported by newsletter and website integrations.

Earned: PR resulting in features across national and regional publications (e.g., Het Nieuwsblad).

Experiential: The physical 'Kring Core Expo' launched in Ostend before touring multiple cities, including Sint-Niklaas, Schilde, and Aalst.

Results

The 'Kring Core' campaign successfully translated a lean budget into an impactful campaign. By maintaining rigorous visual consistency across all touchpoints, from social feeds to 130+ stores, we reinforced our core message: second-hand is a first choice. Some results:

- The casting video broke out of our existing audience, with 61.4% of its reach coming from non-followers, effectively driving top-of-funnel brand discovery.
- Website engagement remained exceptionally high (approaching 80%) during the campaign peak, whilst the email marketing activation delivered a strong 26.2% open rate.

Cera

‘De Kletspot’

by We Are Digital

The strongest argument to become a Cera shareholder comes from the 400,000 who already are. ‘De Kletspot’ captured their unscripted answers at real Cera events and turned them into full-funnel prospecting content across YouTube, TikTok, Meta and Google.

The brief

Cera is one of Belgium’s largest cooperative organisations. Over 400,000 people hold Cera shares, giving them access to a dividend, a wide range of member benefits, and a say in how Cera reinvests in society. It’s a unique proposition in the Belgian financial landscape, but also a difficult one to communicate. The cooperative model is not widely understood, the benefits vary from person to person, and strict financial regulations limit what can and cannot be said in advertising.

Cera needed a content-driven approach that could make the abstract idea of cooperative membership concrete and appealing, broaden the audience beyond people already familiar with the brand, and drive shareholder recruitment at scale. The challenge: how do you explain something as personal as “Why I’m a Cera shareholder” when the answer is different for everyone?

Strategy & creation

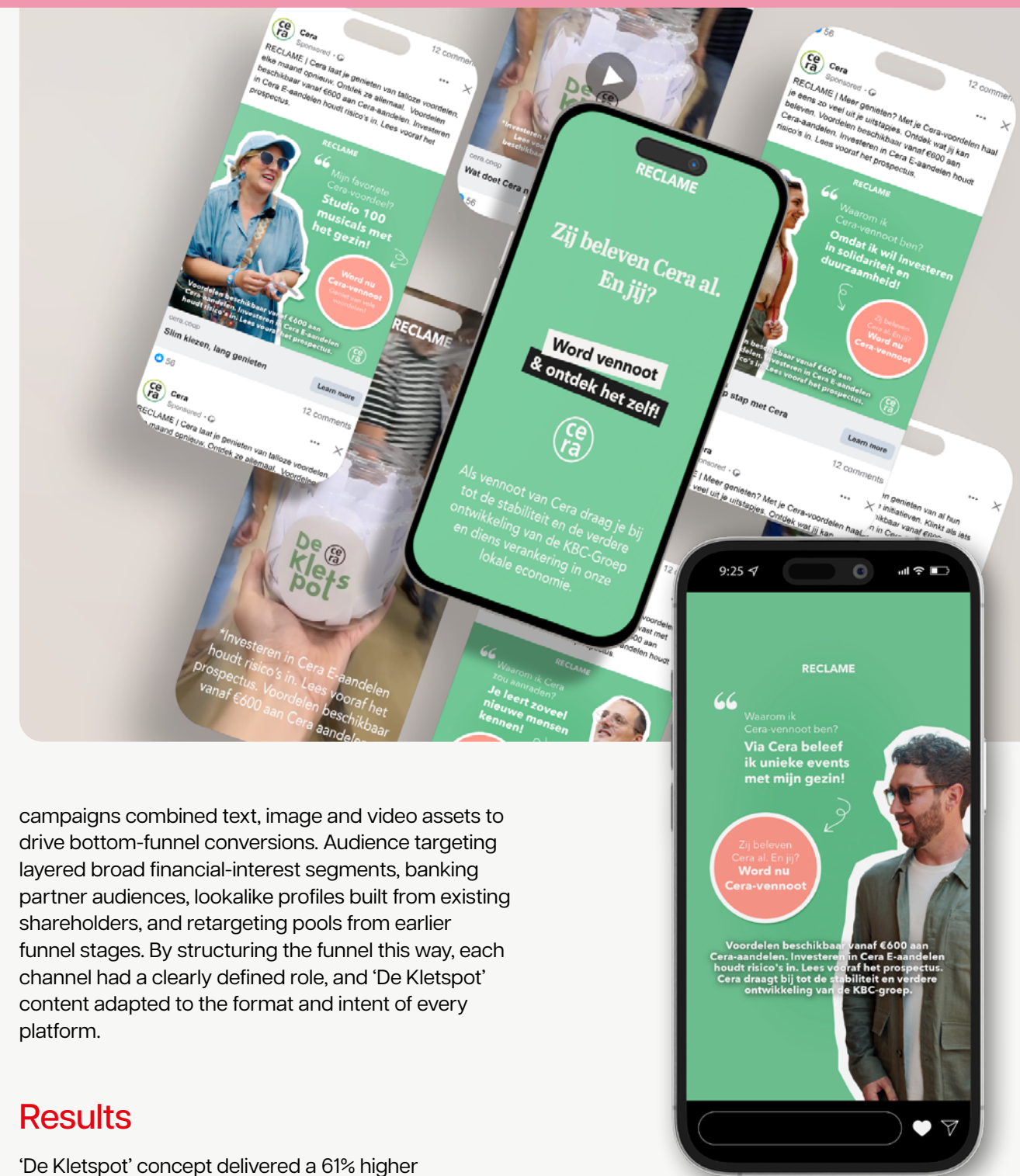
The answer was to stop explaining Cera from a corporate perspective and let the shareholders do the talking. We developed ‘De Kletspot’: a jar filled with questions, taken to real Cera events. At occasions like

the KDB Cup, a Pommelen Thijs concert and Cera’s annual general meeting, shareholders drew a question from the jar and answered on camera. Questions ranged from “Which benefit should come back every month?” to “How would you explain Cera to a stranger?”.

The responses were unscripted and full of genuine enthusiasm. A girl standing next to her mother beams that there should be more concert tickets. An older couple proudly mentions the dividend as their favourite reason to stay on board. That authenticity is impossible to replicate in a studio. The footage was cut into 60-second YouTube videos, short-form social edits for Meta and TikTok, and static quote visuals for display and search ads. Every piece of content put a real person’s voice at the centre, turning an abstract cooperative story into something tangible and relatable.

Distribution

‘De Kletspot’ was deployed across a full-funnel, always-on media setup designed to move people from discovery to conversion. YouTube and TikTok drove top-of-funnel awareness through video views. Google Demand Gen retargeted video viewers further down the funnel. Google Performance Max and Meta



campaigns combined text, image and video assets to drive bottom-funnel conversions. Audience targeting layered broad financial-interest segments, banking partner audiences, lookalike profiles built from existing shareholders, and retargeting pools from earlier funnel stages. By structuring the funnel this way, each channel had a clearly defined role, and ‘De Kletspot’ content adapted to the format and intent of every platform.

Results

‘De Kletspot’ concept delivered a 61% higher conversion rate than the standard ad formats it replaced, proving that authentic shareholder stories resonate far more than traditional product-focused messaging. On YouTube, the 60-second videos achieved a stunning 53% view rate!

The always-on campaign as a whole saw share-purchase conversions rise by 41% year-over-year. The paid media conversion rate nearly tripled and cost per conversion dropped by 50%. The full-funnel approach, with ‘De Kletspot’ content as its creative backbone, showed that investing in awareness and consideration phases directly improves conversion efficiency further down.

“This case shows that top content in awareness and consideration phases directly improves conversion efficiency further down.”

BerryAlloc ‘Myfloorstyle’ by Propaganda

When a flooring brand struggles to stand out in a crowded market, the answer rarely lies in louder advertising. For BerryAlloc, it lay in a simple insight: consumers had questions, and nobody was answering them. What followed was a content hub, a long-term organic strategy, and results that proved patience pays.

The brief

BerryAlloc, an international flooring brand, approached Propaganda Group with a clear ambition: to build organic visibility and support both online and offline sales through a structured content marketing approach.

The initial brief centered on two objectives. First, to increase the overall visibility of BerryAlloc and reach a broader audience of potential customers. Second, to support the sales process, both at the consumer level and through distributors and retail partners, by providing relevant, helpful content at the right moment in the customer journey.

After extensive research, including search listening analysis and a thorough audit of the competitive landscape, one clear gap emerged: consumers were asking highly specific, practical questions about flooring, and none of the existing market players were answering them adequately. This represented a significant organic search opportunity for BerryAlloc.

Strategy & creation

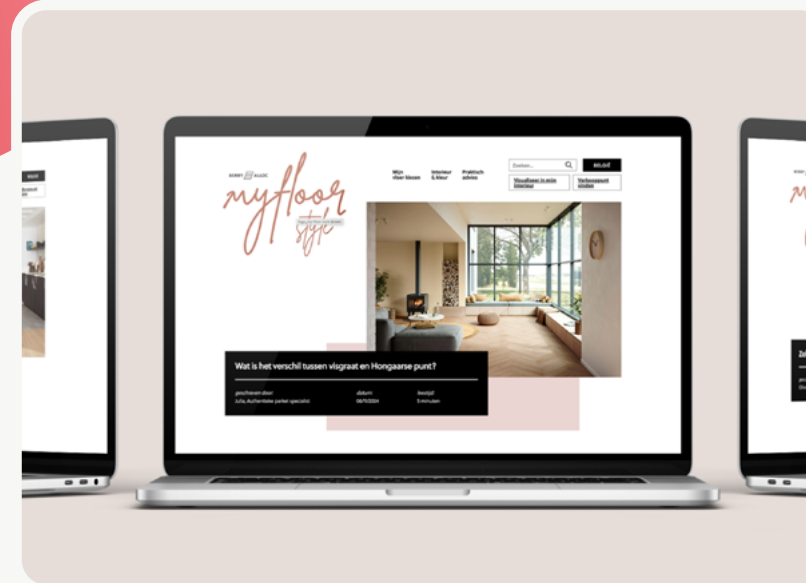
Together with BerryAlloc, Propaganda Group developed the concept for ‘Myfloorstyle’: a dedicated content hub built around the insight that consumers are fundamentally looking for answers, not advertising. The strategic foundation was simple but powerful: position BerryAlloc as the authoritative, go-to resource for flooring questions.

Myfloorstyle: myfloorstyle.berryalloc.com

The core concept:

‘The 200 most asked questions about flooring’ captured in a single, SEO-optimised content hub. Hygienic, informational content was prioritised over inspirational content, based on the rationale that answering manifest and latent consumer questions generates faster and more measurable impact.

“Consistency of publication and patience pays.”



‘Myfloorstyle’ launched as a subdomain in October 2023, with articles structured around highly specific consumer queries, such as how to manage floor transitions between rooms, or which flooring works best with pets. Content was published at a consistent rhythm and optimised for organic search from the outset.

Distribution

The primary distribution channel for ‘Myfloorstyle’ was organic search. The strategy deliberately focused on non-branded search traffic, targeting users who had no prior awareness of BerryAlloc but were actively seeking flooring advice.

Content was structured to answer specific, intent-driven queries at the top of the customer funnel, drawing users into the BerryAlloc ecosystem at the very start of their decision-making process. By targeting questions that competitors were not answering, ‘Myfloorstyle’ has managed to secure a position in the search results within an underserved segment.

Results

After approximately one year of consistent content publishing, the performance data validated the strategy clearly.

Audience growth:

Month-on-month growth in both new and returning users was recorded. New user growth outpaced returning visitor growth, confirming that ‘Myfloorstyle’ was successfully attracting users with no prior brand familiarity at the top of the funnel. The steady increase in returning visitors also indicated growing content loyalty.

Engagement:

Engagement rates exceeded 70% across virtually all content topics, with an average reading time of approximately two minutes per article. These figures confirm strong content relevance and genuine reader interest.

Organic reach:

Organic search accounted for the dominant share of all traffic. Critically, this traffic was almost entirely non-branded: since launch, ‘Myfloorstyle’ reached over 10,000 users who would not otherwise have been exposed to BerryAlloc through any existing channel. These are genuinely new audiences, acquired at a low cost through SEO investment.

The results demonstrate a key principle of organic content strategy: the benefits compound over time. Consistency of publication and patience with the organic channel were essential to achieving these results.

JBC

by BeContent

For years, BeContent is producing JBC's campaigns and content. They feature lifestyle stories and family-oriented content that position JBC as more than a place to buy clothes. The long-standing partnership with Belgian fashion retailer JBC illustrates the content bridge in action.

The context

Belgian fashion retailer JBC faces a challenge that many established lifestyle brands will recognize: the tension between short-term performance pressure and long-term brand building. The challenge is not simply to produce content, but to develop an approach that allows brand and performance to operate as one connected system. The core question: how do you build lasting brand preference and measurable commercial return from the same content investments?

Strategy & creation

THE CONTENT BRIDGE FRAMEWORK

The answer is built on a single strategic insight: performance and brand are not competing budget lines; they are two phases of the same customer story.

Performance marketing captures existing purchase intent and converts it into action. Brand marketing builds the preference and recognition that makes that conversion possible in the first place. Content marketing sits in the middle, serving both goals simultaneously.

Every piece of content created for JBC is designed to work on two levels: building emotional warmth and brand recognition, while simultaneously generating the creative assets needed for paid media. This 'content bridge' approach means that no single production ever has just one purpose.

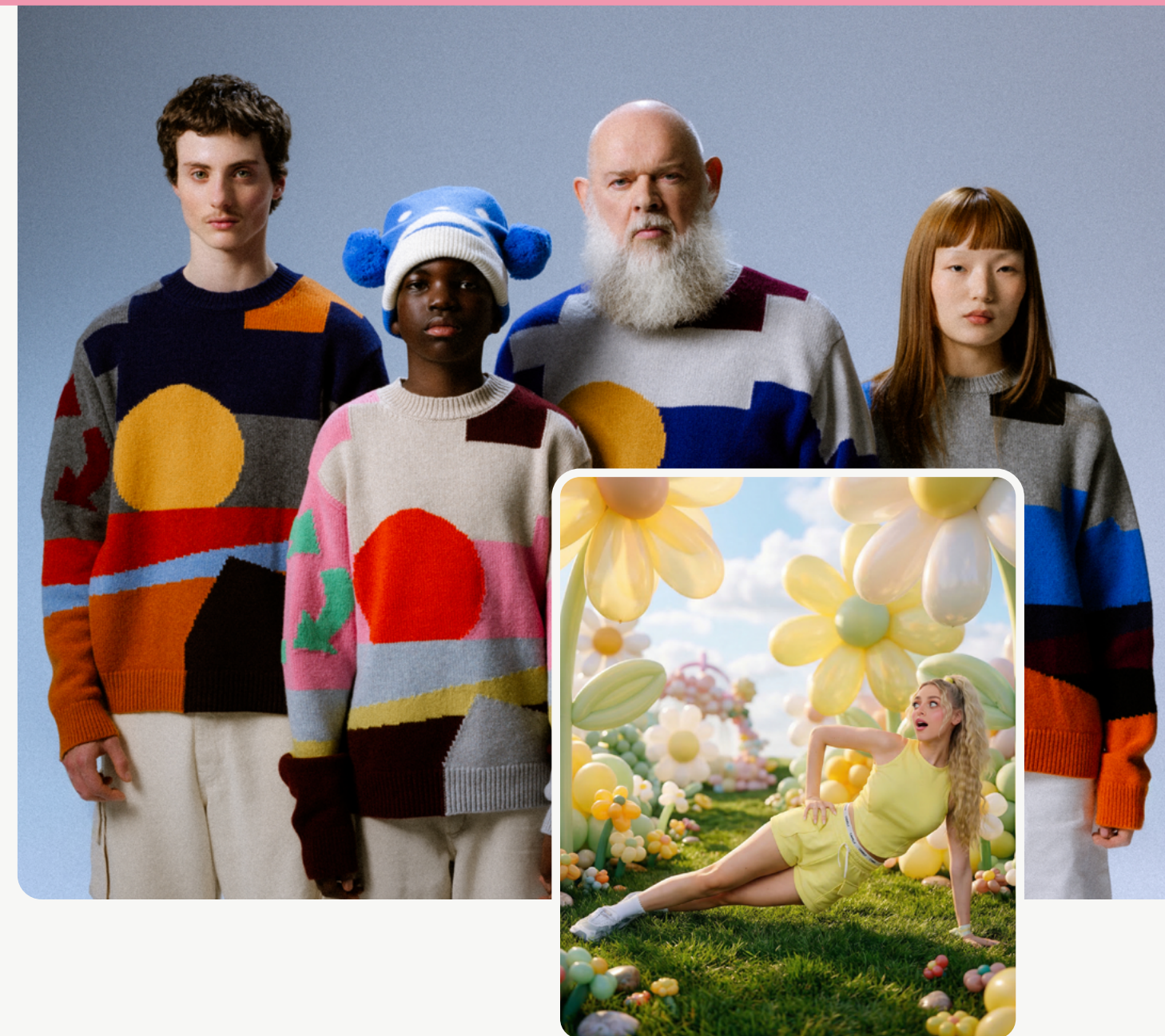
LIFESTYLE & EDITORIAL CONTENT

BeContent produces lifestyle stories and family-oriented content that positions JBC as more than a place to buy clothes, as a brand that understands and reflects the daily lives of its customers. Targeted newsletters build affinity and familiarity over time, creating a warm brand layer that no single banner ad could replicate on its own.

AI-DRIVEN PHOTO & VIDEO CAMPAIGNS

Creative boundaries have been pushed even further for JBC. BeContent developed AI-driven photo and video campaigns for JBC's winter collection and for the summer campaign featuring Camille, combining generative imaging technology with the retailer's signature feel-good, family-first DNA. Each time, the result was a campaign that felt both creatively innovative and unmistakably JBC. Surreal scenes rooted in family warmth gave the performance team a rich, on-brand asset library.

"It's not a battle.
It's a relay race.
And content is
the glue."



WALTER VAN BEIRENDONCK x JBC: 'FUTURE FRIENDLY'

The most striking example of the content bridge in action was the Walter Van Beirendonck x JBC collaboration: limited-edition collector sweaters made from surplus yarn, championing circular fashion under a bold, graphic design language. BeContent handled the entire content production: video, photography and social assets.

Content is the glue

"It's not a battle. It's a relay race. And content is the glue." The JBC cases share a common pattern that validates the content bridge approach: every asset is built to travel across multiple channels without losing its coherence, ensuring consistent messaging regardless of where a customer encounters JBC.

Newsletters and editorial content are distributed through JBC's owned channels, building a loyal audience and sustaining brand warmth between purchase cycles. The consistent tone of voice and visual identity reinforce recognition at every touchpoint.

The Van Beirendonck campaign in particular demonstrated that a single, well-constructed content investment could simultaneously deliver cultural credibility and PR impact on the brand side, and traffic and conversion on the performance side without compromising either objective.

Cera ‘Notenkrakken’

by Content Makers

What if one simple action could spark an entire movement? The ‘Notenkrakken’ campaign shows how collecting walnuts grows into a powerful story of inclusion, collaboration, and local impact. Thousands connect and contribute, revealing hidden talent and creating sustainable products. A small act with a big societal effect!

The brief

‘Notenkrakken’ is a Belgian initiative by the cooperatives Cera and 37 Graden that promotes meaningful work for people in social enterprises, while strengthening social inclusion. At its core is the Belgian walnut, reintroduced as a symbol of diversity, connection, and shared talent.

Citizens collect unused walnuts from private gardens and neighbourhoods, which are delivered to social workplaces. There, people facing barriers to the labour market are fairly paid to crack and sort them. The walnuts are then transformed into high-quality local products, such as walnut oil and wellness items, and sold via web shops, social enterprises, Aveve stores, and Oxfam Fairtrade shops.

What began as a local pilot evolved into a nationwide movement built around one simple action: collecting walnuts. Thousands of citizens contributed, with walnuts brought to more than 150 social workplaces where they were processed, creating connection between citizens and workplaces, meaningful employment and visible impact.

Beyond production, ‘Notenkrakken’ grew into a broader societal story. Festivals, educational programs, tree-planting initiatives, and local activations turned it into a shared experience. Engaging over 50,000

people, the campaign proves how a small collective action can scale into systemic social, ecological, and cultural impact.

Strategy & creation

The strategy was built around a clear ambition: translating complex societal challenges - such as inclusion and sustainability - into a simple, accessible action that anyone can take part in.

This simplicity - “Become part of the movement by collecting walnuts” - became the engine of participation. At the same time, the campaign added layers of meaning: behind every walnut is a person, a story, and a measurable impact. ‘Notenkrakken’ was designed not as a traditional campaign, but as a participatory ecosystem.

Creatively, the focus was firmly placed on the people behind the project: the ‘Kracken’. They are the true protagonists of the story. Rather than abstract messaging, the campaign brought forward real faces, real hands, and real work.

Their stories were translated into powerful photography, video, and copy - visible across every touchpoint, from oil bottles and exhibitions to magazines, websites, social media and workshops.

The visual identity reinforced this approach. The cracked walnut symbol became a strong, recognizable metaphor for hidden potential and talent. Warm, autumnal tones reflected both nature and human connection. The tone of voice remained human, optimistic, and lightly activating - never preachy, always inviting.

By combining heritage (the walnut), social impact (the workplaces), and forward-thinking innovation (circular products and agroforestry), the campaign created a distinctive and cohesive narrative.

Distribution

The distribution strategy mirrored the project itself: broad, inclusive, and community-driven.

A rich content ecosystem ensured that channels reinforced one another. Owned media such as the Cera magazine, website, and newsletters provided depth and storytelling, while social media and video formats drove reach and visibility, focusing on authentic, behind-the-scenes content and human stories.

Offline, the campaign became tangible and visible in everyday life. Posters, flyers, retail presence, exhibitions, and on-site branding brought ‘Notenkrakken’ into public spaces and people’s homes. Initiatives such as the ‘In a Nutshell’ exhibition, festivals, and local activations created physical moments of connection and strengthened the sense of community.

Partnerships played a key role in scaling impact. Through ‘Boost Your Neighbourhood’, local initiatives were supported, allowing the campaign to grow organically across regions. Well-known ambassadors such as Linde Merckpoel and Adrien Devyver helped amplify the message to a wider audience.

By combining top-down communication with bottom-up activation, ‘Notenkrakken’ became more than a campaign people saw - it became a movement people actively joined.



Results

Campaign Highlights 2025

- **30,000 kg of walnuts** collected by over 1,000 walnut gatherers
- **50.000** new walnut trees planted
- Participation from **150 social enterprises**, where more than 1,000 ‘Kracken’ carefully cracked the nuts
- **5,000 festivalgoers** attended the inclusivity festival in Bokrijk
- **4000 Boxes Full of Flavour** (oil, muesli, pralines and cookies made with the walnuts) and **4000 Wellness Boxes** (a new range of wellness products such as after-oil, soap and hand cream) sold
- **3,250 visitors** to the campaign exhibition ‘In a Nutshell’
- **5 themed broadcasts** on Radio 2 during ‘Notenkrakkenweek’
- A special edition newspaper ‘Notenkrakkenkrant’ (8 pages) in Belang van Limburg
- **16,000 hours** of meaningful work created in social enterprises
- Successful cooperation with known influencers/ Campaign Ambassadors Linde Merckpoel and Adrien Devyver

“Content that is never preachy but always inviting.”

Mercedes-Benz Magazine

by HeadOffice

What does luxury mean in a world of endless scroll? For Mercedes-Benz, the answer is premium content. This case tells the story of a magazine designed to be kept, not consumed. It shows how print can elevate brand perception, build loyalty, and create meaningful connections across multiple European markets.

The brief

The ambition? To develop a premium content magazine for Mercedes-Benz that seamlessly blends international inspiration with locally crafted stories.

The magazine should strengthen brand image and values, build customer loyalty, and spark interest among prospects, while establishing a strong cultural connection with the target audience's lifestyle.

Strategy & creation

The entire approach is rooted in the Mercedes-Benz's iconic luxury positioning. It draws from iconic elements of the past while also embracing a forward-looking vision. It is timeless.

We wanted to position the brand as part of a highly exclusive circle that invests in premium print content. In a predominantly digital world, this choice reinforces a distinctive, refined, and innovative luxury image. The magazine should be a tangible brand experience, designed to be kept, revisited, and valued over time.

Creation

Each edition includes a mix of storytelling, design, and editorial depth. It balances global inspiration with local relevance, ensuring it resonates authentically within each market. The result is a high-end publication of 92 pages for France and 132 pages for the Benelux, complemented by online content developed especially for Sweden and Denmark.

Distribution

In France, the magazine is printed in 225.000 copies. It is distributed to a premium database and shared during exclusive private events, reinforcing its high-end positioning.

In the Benelux, the circulation reaches 120.000 copies, targeting a similarly curated audience.

In parallel, digital content is developed for Sweden and Denmark, ensuring the concept translates effectively across markets and platforms.



Results

The results demonstrate strong performance across both print and digital channels:

- A highly positive ROI, supported by audience research and feedback.
- 92% of subscribers express a desire to continue receiving the magazine.
- Strong online results in Sweden and Denmark.

The magazine successfully establishes itself as a valuable touchpoint, strengthening brand perception, deepening customer relationships, and proving that premium print holds powerful relevance in a modern luxury strategy.

“Anyone can buy a click. But few earn a place on the coffee table.”

Orange 'Trofee van de Zelfstandige'

by Cypres

The 'Trofee van de Zelfstandige' is back - bigger, more ambitious, and now for all of Belgium. What started as a local recognition for French-speaking entrepreneurs grew into a national campaign bridging two language communities. How do you pull that off? With a compelling story, smart technology, and one clear goal: putting small business owners in the spotlight.

The brief

When telecom operators Orange Belgium and VOO merged in 2024, Orange seized the opportunity to position itself as the telecom partner for every business, including self-employed entrepreneurs. To make that ambition tangible, Orange revived the 'Trophée de l'Indépendant', an award that VOO had used for two years to recognise entrepreneurs from French-speaking Belgium, and relaunched it as a national campaign.

The assignment for Cypres was clear but complex: rebrand the award in Orange style and scale it up across the language border. The result was a fully integrated campaign with two separate websites (French and Dutch), each with its own tone of voice, supported by automated HubSpot workflows. A strategic mix of video, email, advertising and editorial content, combined with carefully chosen partnerships, ensured maximum reach and engagement. All while keeping the original spirit of the award intact: putting the small independent businesses in the spotlight.

Strategy & creation

A SUSTAINABLE CONTENT ECOSYSTEM BUILT AROUND TRUST

The 'Trofee van de Zelfstandige' served two goals simultaneously: celebrating Belgian entrepreneurs and strengthening trust in Orange's B2B services. By targeting both Dutch- and French-speaking small businesses, the campaign also aimed to raise broader brand awareness. Entrepreneurs, after all, are often local celebrities in their communities.

The strategic foundation was a multichannel approach with a central hub. Two dedicated websites provided participants with practical information, inspiring articles and videos of previous winners. Integrated HubSpot workflows made registration and follow-up seamless.

Partners such as Accountable, SudInfo, UCM, De Zondag and Roularta helped extend the campaign's reach to audiences with less online presence.

Insights from previous editions of the 'Trophée de l'Indépendant' guided the creative choices – an advantage of the long-standing collaboration between Orange Belgium and Cypres. That knowledge also shaped the visual identity. At the heart of it: a powerful, simple symbol: the Orange cube placed literally on a pedestal. Recognisable as a logo within a logo, it was applied consistently across all touchpoints: website, emails, articles and offline materials.

The content itself struck a balance between local relevance and national resonance. Stories of local heroes inspired future participants, while practical advice on digitising customer service or optimising privacy, for example, demonstrated that Orange is more than a sponsor. It positioned the brand as an active partner invested in entrepreneurial success. HubSpot workflows ensured that the right content reached the right audience at the right moment, personalised but always coherent.

Sustainability was built into the project from the start. The website was designed to evolve with the competition and can be reused for future editions, making it a long-term asset rather than a one-off activation.

Distribution

OWNED, PAID AND EARNED: ALL ROADS LEAD TO THE HUB

The distribution strategy had one clear objective: reach as many entrepreneurs as possible and convert that reach into registrations. The campaign website served as the central hub to which all communication channels pointed.

Paid social ads on Meta and LinkedIn targeted entrepreneurs directly in Orange's name. Offline and online editorial partnerships with De Zondag, SudInfo, UCM, Accountable and Roularta broadened the reach beyond digitally active audiences. All partner content was created by Cypres to guarantee consistency in design and tone of voice across every channel.



Results

FAR BEYOND EXPECTATIONS

The campaign's success was difficult to capture in a single metric, but the numbers speak for themselves:

- 30,268 individual website sessions
- 877 participating entrepreneurs
- 9,963 votes cast

Registrations came in so quickly that the voting phase had to be launched ahead of schedule to manage the volume of applications, which exceeded the Orange team's processing capacity. Orange's newsletter and partner channels were activated to drive the vote, while participants themselves mobilised their networks, further amplifying visibility.

The French- and Dutch-speaking winners and finalists were celebrated at a live event on 21 May. But the story didn't end there. The website was transformed into a permanent inspiration platform, keeping practical tips available year-round and building the 'Trofee van de Zelfstandige' into a standalone brand, ready to grow with every new edition.

"All roads lead to the content hub."

Samsung Sales Training

by HeadOffice

In a world defined by constant innovation, knowledge is power. And salespeople are the key to unlocking it. For Samsung, the challenge was not just to inform, but to inspire a retail audience with no inherent brand loyalty. By reimagining training as an ongoing, experience-driven journey, we transformed passive learners into active brand advocates. This case shows how a blended ecosystem of content, tools, and incentives can turn product education into lasting engagement and measurable impact.

The brief

New smartphone features are introduced at a rapid pace, making consumers increasingly reliant on salespeople to guide their decision. A well-informed salesperson is therefore invaluable.

The goal is to spark interest and build loyalty among salespeople that have no direct connection to the Samsung brand.

Strategy & creation

Our approach was built around two clear objectives:

- **Increase** the impact of Samsung training
- **Maintain** high engagement, year after year

To achieve lasting results, we focused on four strategic principles:

- **Make it an experience.** We transformed traditional training into immersive and enjoyable experiences, both online and offline.

- **Keep it fresh.** Each product launch (several per year) should introduce something new to re-engage the audience.
- **Balance physical and digital.** We created a mix of in-store training and digital content, resulting in a seamless blended learning experience.
- **Build long-term value.** We moved beyond feature-driven communication to smart, scenario-based storytelling: how to sell, how to demonstrate, and how to convince customers.

By integrating gamification, recognition systems, and personal development incentives, we went beyond education: we created ambassadors.



LAUNCH EVENTS

Traditional presentations were replaced with dynamic live shows and interactive on-site experiences, with each event building on the previous one.

ONLINE TRAINING VIDEOS

From classic explainers to TikTok-inspired formats, we adapted our content to match Gen Z viewing habits, including:

- Relatable hosts such as ambassadors and influencers
- Short, fast-paced edits
- Vertical, smartphone-first formats
- Teasing content that sparks curiosity
- A visual style and tone of voice aligned with Gen Z

IN-STORE TOOLS

Even in a digital-first world, physical experiences remain crucial. With limited time and staff availability, every touchpoint had to count. We evolved from static posters to sustainable, interactive installations designed to be explored, filmed, and shared across internal channels like WhatsApp and social media.

Examples include:

- The Nightography Box
- The Flip Mirror Photo Wall
- the Galaxy AI Interactive Totem
- the VR Journey
- the Secret Box
- the C.L.A.I.N.T.S Game
- Samsung Square
- Th F.O.L.D. Foldable Totem.

Each tool brought the product story to life in an unexpected and memorable way.

GAMIFICATION & RECOGNITION

To drive long-term motivation, we introduced expert badges and pins. These replace traditional certificates and serve as tangible, sustainable proof of expertise. At the same time, they build trust with customers. After all, who wouldn't want to be guided by a certified Galaxy AI expert?



Distribution

Training is no longer limited to the S-Academy platform. Today, learning happens across a connected ecosystem of channels: WhatsApp, Facebook, Instagram, email, live events, and in-store activations. Each channel reinforces the next, creating a dynamic learning environment where knowledge is absorbed in a natural, accessible, and continuous way.

Results

The results speak for themselves:

- Each year, more salespeople are trained, both in-store and online.
- In the Benelux region, the number of Samsung Specialists – salespeople committed to becoming experts – grew by 15% year after year.

IN-STORE

- We achieved 100% reach through hands-on training moments delivered by Samsung teams.
- In-store visits have become the second most important source of information, just behind websites, outperforming both YouTube and colleagues.

ONLINE

- The S-Academy platform now counts nearly 1,000 active users in each country.
- Half of them engage with our digital content on a weekly basis.
- Post-training tests show an average knowledge increase of 40%.

What started in the Benelux has since gained global traction. Several tools and concepts developed here are now considered global best practices within Samsung.

Cera Recruitment campaign

by Propaganda

Belgium's largest cooperative needed 7,000 new shareholders in ten weeks. Strict financial rules left no room for big claims. Just facts, warmth and a €30 welcome gift card. Two funnels, prospect and ambassador, ran across paid, owned and earned channels. The result: a 10% lift versus 2024 and a meaningfully younger member base.

The brief

Cera is one of Belgium's largest cooperative organisations, with over 400,000 active shareholders. Its model combines financial participation with societal impact, but brand awareness remains limited, especially in Wallonia. On top of that, strict financial regulations constrain every message, channel and visual: no promises, no exaggeration, just facts.

In the economically uncertain spring of 2025, Cera launched De Warme Welkomweken with a clear but ambitious goal: recruit 7,000 new cooperative shareholders in just ten weeks. The concept was simple, human and effective: become a Cera shareholder and receive a €30 digital gift card. But the real value was in the welcome, an invitation to join a community-driven model that reinvests in society.

Strategy & creation

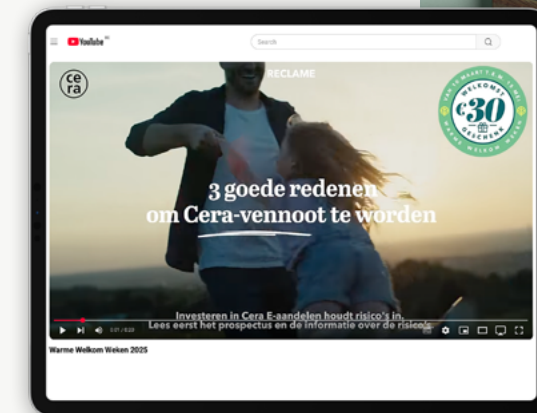
The campaign was built around two complementary flows: a prospect flow targeting cold leads and warm KBC banking clients not yet Cera shareholders, and an ambassador flow encouraging existing members to recruit friends and family. Each flow followed a structured funnel, with smart remarketing re-engaging users across platforms.

Creatively, the strategy rested on three pillars: clarity, warmth and consistency. The €30 incentive served as the campaign anchor, but messaging consistently framed it within Cera's broader cooperative mission. Benefit-led headlines and accessible copy explained the offer, the process and the purpose.

Visually, we leaned into authenticity: natural compositions, soft lighting and joyful intergenerational interactions reinforced the community at the heart of the brand. This look and feel was applied consistently across all touchpoints, even within the constraints of financial regulation.

Distribution

A precisely orchestrated mix of paid, owned and earned channels ensured every touchpoint played a defined role. Digital paid media spanned Google, Microsoft, Meta, YouTube, TikTok, Reddit and native advertising for reach, traffic and conversion. Organic social on Facebook and Instagram supported visibility and credibility. Print placements in regional titles like De Zondag and De Standaard built trust. Leaflets distributed via Plusmagazine, Libelle and Knack drove exceptional conversion. KBC channels, including app push notifications, intranet content and office screensavers, activated the warm banking segment.



Email campaigns via Cera, KBC and media partners proved to be powerful conversion drivers. Finally, a sampling activation with Aveve stores and physical 'Cera on the Move' events provided tangible, offline contact moments.

Results

The campaign recruited 7,608 new cooperative shareholders, surpassing the 7,000 target by 9% and representing a 10% increase versus spring 2024. Crucially, 38% of new sign-ups were under 35, contributing to a structural rejuvenation of a traditionally older cooperative base. The integrated funnel proved its worth: 50% of all conversions via owned channels were initiated by a paid media touchpoint, confirming that paid and owned worked as one system rather than separate silos.



“Paid and owned worked as one system rather than separate silos”

Aknowledgements & thanks

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Thank you to all the members of
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