



# From Logo 2 Branding

A challenge for creative European marketers

20<sup>th</sup> edition of the International Marketing Week in Leuven - Belgium  
27 March – 1 April 2022



**UCLL**  
UNIVERSITY OF  
APPLIED SCIENCES



# From Logo 2 Branding

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This project is developed as a **competition**. Several teams will create a logo and design the ultimate branding for Het Anker. The outcomes will be judged by a professional, an international and a student jury. The winning teams will get a prize.





## The client: Brewery Het Anker



Brewery Het Anker started brewing beer five generations ago in the Great Beguinage of Mechelen. It dates back to 1471 and is one of the oldest breweries in Belgium.



The speciality beers Gouden Carolus Classic and Gouden Carolus Tripel, which have won several awards, are still brewed here in the authentic brewing room with copper kettles. The brewery has gained an international reputation and exports to more than 40 countries.

In the whisky distillery the brewery is working on the Gouden Carolus Single Malt, which is the perfect combination between the family traditions of brewing and distilling.

The on-site brasserie and hotel guarantee a unique tasting experience of the famous beers of Mechelen.

[www.hetanker.be/en](http://www.hetanker.be/en)



# Develop your skills



Graphic design

Copywriting

Marketing communication and branding

Intercultural teamwork

Pitch your ideas







# Programme



## Sunday 27 March

- > Arrival day
- > Welcome @ Ibis Budget Leuven

## Monday 28 March

- > City game @ Leuven
- > Opening ceremony
- > Guest speaker on branding and logo
- > Workshops
- > European Aperitif





# Programme



## Tuesday 29 March

- > Workshops
- > Ice skating
- > Reception @ Leuven City Hall
- > Team-building activity







# Programme



## Wednesday 30 March

- > Company visits
- > Visit to Mechelen
- > Students' evening





# Programme



## Thursday 31 March

- > Workshops
- > Round-up of assignment
- > Dinner with music and dance







# Programme



## Friday 1 April

- > Exhibition of your results
- > Student, Professional & International jury
- > *Frietkot*, enjoy the famous Belgian specialty
- > Prize giving ceremony





# Programme

## **City game @ Leuven**

No town in Belgium appeals so much to the imagination as this century old university town. Play the game and get-to-know it!

## **Ice skating**

Don't forget to bring your gloves! A visit to the ice skating rink is organized to give you that well deserved break in between workshops.

## **Reception @ Leuven City Hall**

Taste Leuven's pride such as Stella Artois or Leffe in one of the best-known gothic city halls worldwide.

## **European Aperitif**

It is the tradition that students of the participating institutions bring some food and drinks that are typical for their country. These are shared during the European Aperitif with the other participants. Consult with your coach and fellow students to decide what you will bring.





# Programme



## **Company visit**

The visit of Brewery Het Anker gives you the opportunity to really understand your client for the project. And of course you will get a taste of their Gouden Carolus.

## **Visit to Mechelen**

During your visit to Mechelen, hometown of Het Anker, you are free to explore the city. Discover the St. Rumbold's Tower, Kazerne Dossin, the beguinage and many more historical sites. Do some shopping or discover the culinary hotspot, De Vleeshalle.

## **Dinner with music and dance**

To celebrate our International Marketing Week, a dinner with music is organized. So bring your casual chic outfit, polish your dancing shoes and practice your moves for this unique event.





# Get a taste



If you would like to get a taste of last year's edition, have a look [here](#)





# Accommodation

## Ibis Budget Leuven

- Double rooms
- UCLL will book accommodation from Sunday 27 March till Friday morning 1 April (5 nights). You can book extra nights directly at the hotel.

**Ibis Budget Leuven**  
Martelarenlaan 10, B-3010 Leuven





# Registration



The registration fee is € 250.

Included:

- Accommodation and breakfast for 5 nights (arrival Sunday, departure Friday)
- Local transport
- Lunch each day
- European aperitif
- Reception @ City Hall
- Dinner and dance on Thursday
- Ice skating
- Company visit of choice
- Visit to Mechelen

If you want to participate in this International Marketing Week:

- Send an email to [marketingweek@ucll.be](mailto:marketingweek@ucll.be) before **January 10<sup>th</sup>, 2022**. We will send you a registration form.
- Pay the fee of € 250 to your international coordinator.
- Any further questions?
  - Hilde Evers ([hilde.evers@ucll.be](mailto:hilde.evers@ucll.be))
  - Inge Verstraete ([inge.verstraete@ucll.be](mailto:inge.verstraete@ucll.be))





# How to reach us



## LEUVEN

### From Brussels Airport (Zaventem)

There is a direct train connection between Brussels Airport and Leuven. On arriving at Brussels Airport take the train to Leuven.

### From Brussels South Charleroi Airport

On arriving at Brussels South Charleroi Airport, take the shuttle bus to Brussels South (Brussel Zuid – Bruxelles Midi). In Brussels South take the train to Leuven (Please take care that you take the train to LEUVEN (Louvain) and NOT to Louvain-la-Neuve. Look for trains with end-destination either Luik (Liège), Verviers or Welkenraedt-Eupen (Keulen), Hasselt – Genk or Tongeren.

### From Brussels

On arriving at Brussels South (Brussel Zuid – Bruxelles Midi) take the train to Leuven as mentioned above (see 'From Brussels South Charleroi Airport').

## IBIS BUDGET LEUVEN

At Leuven station take the tunnel towards Kessel-Lo. You will see the hotel on your left when you exit the tunnel.

## THE FACULTY OF MANAGEMENT

At the bus station take bus 630 (direction Haasrode, Brabant), bus 4 (direction Haasrode, Brabant), bus 5 (direction Vaalbeek) or bus 6 (direction Neervelp – Meldert). Get off at bus stop UCLL. Take the first street on the right. The faculty is at 100 m on the left side.





# And for coaches...

## Registration for coaches

We ask the coaches to book their accommodation themselves directly.

If you want to participate as coach in this edition of the International Marketing Week, send an email to Hilde Evers (hilde.evers@ucll.be), before March 1<sup>st</sup>, 2022.



## Recommended hotel

### Theater Hotel Leuven

Bondgenotenlaan 20, 3000 LEUVEN  
tel. +32 (0) 16 22 28 19  
fax +32 (0) 16 28 49 39  
✉ [reservations@theaterhotel.be](mailto:reservations@theaterhotel.be)  
🌐 [www.theaterhotel.be](http://www.theaterhotel.be)

### La Royale

Martelarenplein 6, 3000 LEUVEN  
tel. +32 (0) 16 22 12 52  
fax +32 (0) 16 29 52 52  
✉ [info@laroyale.be](mailto:info@laroyale.be)  
🌐 [www.laroyale.be](http://www.laroyale.be)

### Binnenhof

Maria-Theresiastraat 65, 3000 LEUVEN  
tel. +32 (0) 16 20 55 92  
fax +32 (0) 16 23 69 26  
✉ [info@hotelbinnenhof.be](mailto:info@hotelbinnenhof.be)  
🌐 [www.hotelbinnenhof.be](http://www.hotelbinnenhof.be)



**We look forward meeting you!**