



Case Study: Personalized Signs, 'Duvel Loves...' sign

## **How a Speciality Beer Brand Drove Ambassadorship and Visibility with Personalized Signs**

A case study by Dekkers International and Duvel Moortgat



## 5 FACTS ABOUT THE DUVEL MOORTGAT BREWERY

1. FOUNDED IN 1871, BELGIUM
2. THEIR SIGNATURE BEER, DUVEL, IS EXPORTED TO MORE THAN 60 COUNTRIES.
3. THE NAME "DUVEL" IS A BELGIAN DIALECT FOR THE DEVIL.
4. OTHER BEERS IN THEIR PORTFOLIO INCLUDE VEDETT, CHOUFFE AND DE KONINCK.  
[WWW.DUVELMOORTGAT.BE](http://WWW.DUVELMOORTGAT.BE)
5. DUVEL IS A NATURAL BEER WITH A SUBTLE BITTERNESS, A REFINED FLAVOUR AND A DISTINCTIVE HOP CHARACTER.

**"Belgian strong blond beer, brewed to be lived."**

## Duvel: loved in over 60 countries.

Duvel, the iconic Belgian beer brewed and perfected since 1871, is run by an independent family-founded brewery. The iconic Duvel brand is an unmissable sight at bars and cafés. They keep their heritage alive, their beer at top quality and their loyal customers and beer lovers happy thanks to their winning formula. Duvel is still brewed with profound respect for the original recipe and the time it needs to mature, it gives beer lovers the expected taste experience with every sip.



# 'Duvel Loves...'

## Introduction

The 'Duvel Loves...' POS/trade marketing activation was first launched in Belgium. It resulted from a close collaboration between the Duvel POS & global branding team, and Dekkers International.

The end-product grew from a key brand challenge and need. Namely, to **create a branding item that loyal bar- or café owners value and make an item that fulfils the brand goals of constantly building visibility and connecting with consumers.**

The outcome was a rollout of exclusive personalized signs adapted to a selection of top locations—the highly personalized signs needed to do this while staying close to the brand identity. For Duvel, brand consistency at every touchpoint is a key strength of their trade marketing and POS strategy. The successful execution was possible through the close collaboration of Duvel's team and Dekkers.

After The Netherlands, the personalized sign concept was rolled out to Belgium. Today, more explorations of personalized signs are done in different countries and for various marketing purposes. **We wanted to hear more about the success and learnings from Duvel's team. We talked with Jeremy Vanwetter, Global POS Manager for brands Duvel, CHOUFFE, Vedett, Liefmans and TDA, to learn about the story and impact of personalized signs.**

**We hope this case study inspires others to lead with innovation, like Duvel, by looking for new ways to connect with their customers and fans.**

## Jeremy Vanwetter

### Global POS Manager

Jeremy started his career at Brewery Duvel Moortgat as a young graduate trainee. As a result, he got to experience different aspects of the brewery, from local to global marketing and from webshop to sales. After that, he took on the responsibility for the POS strategy and branding item development in close collaboration with global (brand) teams and local markets. Through him, we could learn more about the personalised sign campaign's success factors, challenges, and feedback.





# Highlights 'Duvel Loves...'

How a Speciality Beer Brand Drove Ambassadorship and Visibility with Personalized Signs

## #1 CUSTOMERS AS DUVEL AMBASSADORS

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An exclusive personalized sign was delivered (personally) to each selected location owner by the Duvel sales rep that works with them. Personalized signs proved as a truly valued product. They were able to support the main goals of increasing brand loyalty and serving as a customer reward.

## #3: NEXT: EXPLORING NEW TERRITORIES

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Personalized signs can connect events or special occasions to the brand. How far will the 'Duvel Loves...' activation travel?

## #2 BUILDING BRAND VISIBILITY & CONNECTION

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Personalized signs receive prominent spot that results in more visibility. By connecting the brand to the location, the brand inevitably stands out and receives positive associations linked to the moment.

## THE RESULT? SEE AN IMPRESSION OF THE IMPACT

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The results go further than the initial goals. It is topped by the countless positive feedback from valued customers.



# #1 Customers as Duvel Ambassadors

Duvel has a presence in 94% of Belgium's hospitality spots (cafés, bars). At the centre of this success lies a vital role in the close relationships between bar (or café) owners and the Duvel representatives. Jeremy explains:

"Our team knows most of the location owners on a personal basis. They are loyal Duvel beer sellers, and we work closely together to give their customers a good experience. We also find it important that they feel valued. Additionally, we are always looking for new ways to innovate and attract attention from a POS perspective. The personalized signs approach was able to combine these two goals."

Personalized signs proved as a truly valued product by the customers. In addition, the exclusivity factor supported the goal to increase brand loyalty by introducing a unique customer reward item. We did this by adapting each 'Duvel Loves...' sign to the location's name without compromising the original brand identity.



Photo credits: Duvel Moortgat & diverse owners

## HIGHLIGHTS

- An exclusive personalized sign was delivered (personally) to each selected location owner.
- The first launch was in The Netherlands, followed by expansion to Belgium after success.
- The personalized signs received a lot of positive feedback from customers and consumers alike.
- Bar- and café owners shared their personalized signs widely on social media.
- Bar- and café owners turned into proud(er) ambassadors of Duvel.

# #2 Building brand visibility & connection

The 'Duvel Loves...' signs receive a prominent spot with their high likeability and exclusivity factor. As a result, they become an unmissable sight at key locations and the red Duvel D enjoys being at the centre of attention. Jeremy reflects:

"Beer brands know the importance of being visible within 3 seconds of consumers' decisions. Because the 'Duvel Loves...' sign receives a visible spot, you have more chance of being at the right place and time. And, if consumers go to a location they love and see Duvel also loves it, the "circle" is complete. You created a stronger connection with your brand."

Personalized signs are an effective POS item that enhances brand relevance and likeability. By connecting the brand to the location, an event or a special occasion, the brand inevitably stands out and receives positive associations linked to the moment.



Photo credits: Duvel Moortgat & diverse owners

## HIGHLIGHTS

- Personalized signs receive prominent spot that results in more visibility.
- The 'Duvel Loves...' signs attract consumers' attention by being highly relevant.
- Being highly visible and relevant is crucial for boosting the Duvel brand choice.
- Linking the brand to the consumer's favourite location is highly beneficial for brand relevance and likeability.

# #3 Next: exploring new territories

Personalized signs take a new angle for Duvel when the sponsorship activation for the popular TV program in the Benelux 'De Mol' starts. Not only does Duvel play an active role in extending the experience for viewers, but the 'Duvel Loves De Mol' sign pops at one of the key locations. Jeremy gives us more background:

"Duvel approaches sponsorships differently than most brands. We take an active role in creating and supporting the total experience. For example, with 'De Mol' we created an additional 'Café De Mol' live debate location and covered the whole brewery to extend the experience viewers have and connect Duvel to the program. At the live Café De Mol, where discussions about the TV program occur, the personalized sign got a central spot - a great addition for the total concept."

Besides new marketing roles, the 'Duvel Loves...' signs are currently expanding in Europe with new markets being added, like France and Spain.



Photo credits: Duvel Moortgat

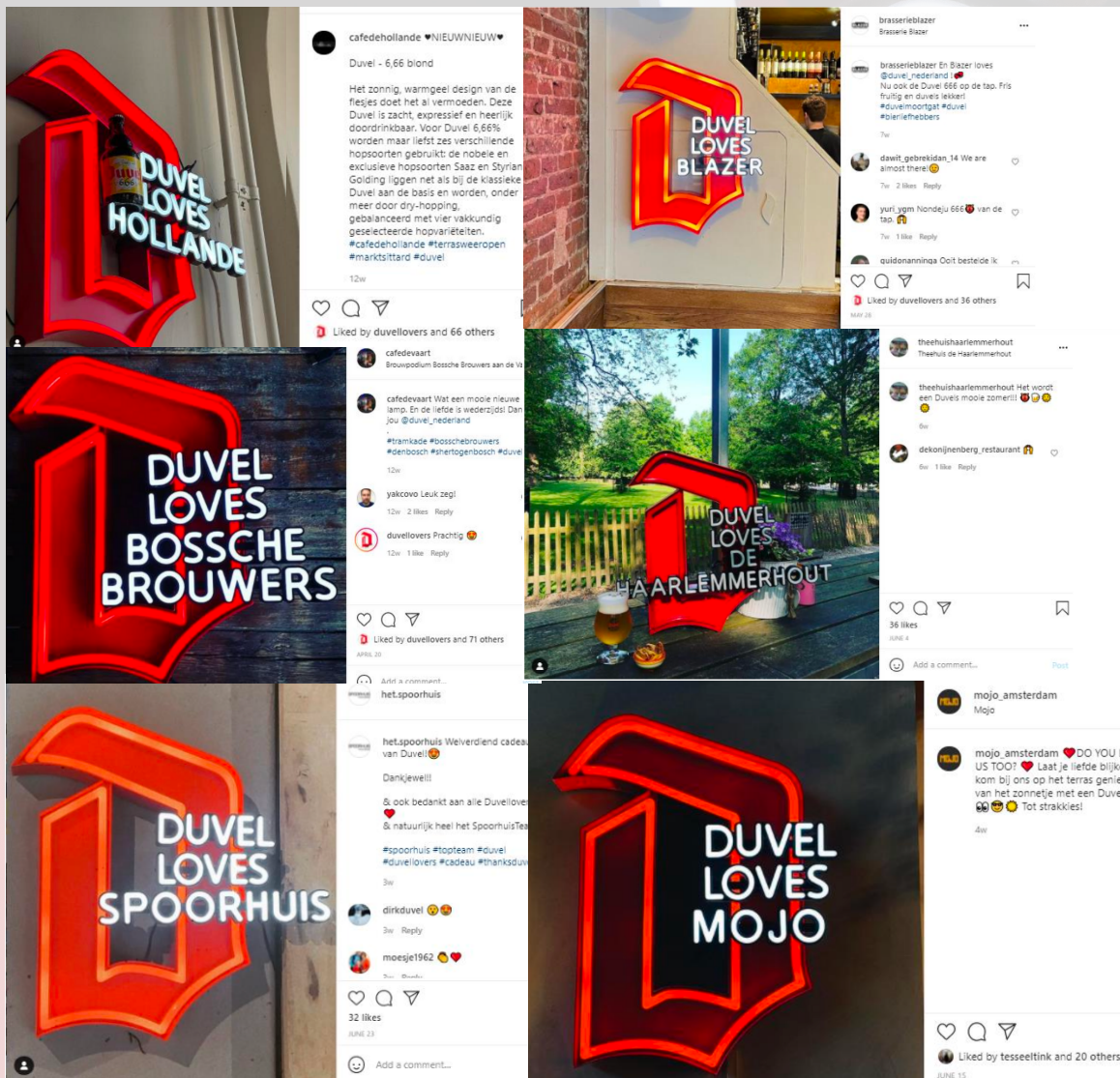
## HIGHLIGHTS

- Personalized signs can connect events or special occasions to the brand.
- Keeping brand and concept consistency is key to building on recognizability.
- New markets are being explored like France and Spain.
- The personalized sign can be a POS/marketing item in a brand's toolbox for exclusive moments.



# The result?

The success of the personalized signs lies predominantly in achieving the original goals of rewarding customers, gaining more visibility and growth in brand loyalty. However, the countless positive messages on social media, texts, and Whatsapp from bar- and café owners are probably among the most valuable feedback a brand can get regarding new POS/trade marketing activations.



**Learn more about personalization marketing and what it can do for your brand >>**





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