



GLOBAL SERVICE BRAND

   

BELOIUM 1911 — Since 1842 —

Target Audience

From Priority Market Segments (varies per Market)

- ☐ Artisan Chefs
- ☐ Semi-Indu
- ☐ Semi-Pro
- ☐ Start-ups
- ☐ Young Chefs

Values & Personality

- ☐ Professional
- ☐ Approachable & Friendly
- ☐ Trust-worthy
- ☐ Inspiring
- ☐ Motivational
- ☐ Confidence booster
- ☐ Community

Essence

EMPOWER ARTISANS
TO CRAFT THEIR
FUTURE

Discriminator

- ☐ CA is the chocolate professional network I need to:
 - ☐ get the training to improve my skills
 - ☐ the best connection to the chocolate world in order to be successful;
 - ☐ a local and global network of:
 - expert chefs,
 - R&D,
 - marketers,
 - suppliers,
 - sales developers & managers etc.
- ☐ Home of the most trusted professional chocolate brands and supported by the #1 chocolate & cocoa group.
- ☐ Chef to chef approach more valued than a sales pitch.

Insight

- ☐ No time to network, feeling of isolation and support.
- ☐ Pressure to differentiate, stand-out, be talked about.
- ☐ Focused on **business & personal success**

4 Strategic pillars

EXPERIENCE

MAPPING CUSTOMER JOURNEY
SERVICES ACCESS
HIGH QUALITY CONTENT &
SUPPORT

CONTENT

BUSINESS OBJECTIVES
GLOBAL BRAND SUPPORT
SALESFORCE.COM

NETWORK

DEVELOP ALUMNI CONNECTIONS
SHARE EXPERIENCES
ADVOCACY/ TESTIMONIALS

TEAM

SHARE BEST PRACTICES/ NEWS
BUILD COMPETENCIES
MOTIVATION/ PROGRESSION



CHOCOLATE
ACADEMY

CRAFT YOUR FUTURE