



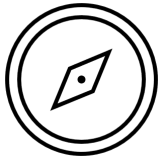
PHD x BYD: The Harvest Strategy

2025

Context



Newcomer on the Belgian market in 2022



A client navigating an unfamiliar market



Ambitious objective (3.000 sales)



100% Digital Ambition



Market complexity (Leasing, legislation, perception)

One Mission

At PHD, our job goes beyond media buying and planning.

We knew where the brand needed to go, we just needed to convince the client...

So, it was about connecting ambition with reality — building, guiding, and turning intelligence into impact.



That's what we mean by Intelligence. Connected.

One number says it all:

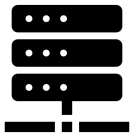


Why does this case deserve an AMMA ?



Strategic Partnership

Not just execution — we guided, challenged, and built alongside our client.



Data-Driven Excellence

A case powered by real market insights, benchmarks, and reverse engineering.



Local Intelligence, Global Vision

Rooted in Belgian market complexity, with tools like OMNI and Local data from UMA & Nielsen as strategic pillars.



What it means to be a media agency today

Thinking ahead, connecting data to business impact, and being a real business partner.



Outthink. Outpace. Outgrow.