advertising that matters



In a world where **advertising**
can often be seen as
part of the problem



we must demonstrate that it can be a
catalyst for change

RMB

wishes to play a part in transforming the ecosystem

propose practical business solutions



inspire market players

Focus

3 solutions in 3 axes

SOLIDARITY
Blue minutes



advertisers donate a part of their campaign space to charities

POSITIVE
Blue brand



highlight products and services that are contributing to the transition via premium advertising screen

STORY
Blue Fresk



encourage advertising narratives that are more responsible and inspiring

Focus

ecosystemic innovation

development of **audio-description**
and **subtitling** for adverts



Accessibility
& inclusion

Reach 12% of the
population

Become a benchmark
in Europe

Why we deserve an AMMA

A distinct ambition to reshape the **entire Belgian advertising ecosystem**

- creation of an umbrella brand (B2B & B2C): **BLUE**
- development of a structured **long-term strategy**
- implementation of **pioneering initiatives benefiting to all**
- promotion of **responsible**, **accessible and inclusive** advertising



Blue move ahead