

VOICES, NOT LOGOS

How UBA and Trustmedia built a new leading B2B medium
in 18 months



Context & Challenge

- UBA Belgium supports brand builders through connections, knowledge sharing and continuous learning.
- With CMO voices, UBA wanted to:
 - Increase awareness
 - Strengthen brand positioning
 - Make its added value tangible
 - Activate the B2B community
 - Reach new audiences across the Belgian brand ecosystem
- The initiative also supported UBA's evolution toward a broader role within the business community, including CEOs and CFOs.



The power of the partnership

- UBA Belgium
 - Leading professional association in the Belgian brand and communication landscape
 - 400+ brands
 - Strong ambition in knowledge sharing and community building
- Trustmedia
 - Belgium's leading B2B media sales house
 - A powerful multi-touchpoint media ecosystem
 - The right partner to produce, distribute and scale the platform
- Together, we combined strategic ambition, sector credibility and media power.



The core insight

- Behind strong brands are strong people.
- Creative choice: CMO voices puts people, not brands, at the center.
- This is reflected across the execution: title, guest selection, host selection, visual identity and creative assets.
- The podcast shows the strategic power of marketing and communication through real experiences, convictions and lessons.
- This gave the platform relevance, credibility and distinction in a crowded content landscape.





A format built for Belgian B2B

- Podcast was the natural lead channel because it combines depth, reach and human connection.
- Trustmedia's The Power of Podcast research confirms that fit:
 - 42% of Belgians listen to podcasts
 - 76% within the B2B community
 - Nearly 1 in 3 De Tijd and L'Echo readers is a heavy podcast listener
- A monthly bilingual format in Dutch and French gave the platform national relevance and made it accessible across Belgium's B2B landscape.





The Stars





The stars Keep on spreading their love for CMO voices

Yannick de Bièvre · 2e
Director of Marketing, Customer Services & Analytics at C...
2 mnd ·

“In retail moet je elke dag je relevantie bewijzen.”
Zo opent mijn gesprek in de nieuwste aflevering van CMO Voices, een initiatief van **UBA Belgium** en **Trustmedia - part of Mediafin**.

In de podcast praat ik over wat retailmarketing bij **Carrefour Belgium** zo boeiend maakt: de constante druk om relevant te blijven in een hypercompetitieve markt, de kracht van lokale winkelteams als communicatiekanaal, en hoe mijn liefde voor de bergen me helpt om met verandering en onzekerheid om te gaan.

Beluister hier de podcast: https://lnkd.in/eGjKdE_D
Of lees het artikel dat gepubliceerd werd in **De Tijd**

Dank aan **#UBA** & **#Trustmedia** voor de fijne uitnodiging!
#Retail **#MarketingLeadership** **#CMOVOICES** **#Carrefour**



Nationale Loterij
7.332 volgers
3 mnd · Bewerkt ·

Bij alles wat ons digitale team maakt, zeg ik: zorg dat je grootvader het ook kan gebruiken.

Marketing & Sales Director, **Bénédicte Lobelle**, was te gast in de CMO Voices-podcast, een mooie samenwerking van **UBA Belgium** en **Trustmedia - part of Mediafin**. In een levendig gesprek met host **Danny Devriendt** deelt ze onder meer haar visie over hoe de Nationale Loterij marketing combineert met maatschappelijke verantwoordelijkheid en impact.

Beluister haar volledige verhaal <https://lnkd.in/e-fBkv9P>

#nationaleloterij #meerdanspelen #CMOVOICES #CMO #marketing #podcast

(Gesponsorde inhoud) 'Bij alles wat ons digitale team maakt, zeg ik: zorg dat je grootvader het ook kan...'
tijd.be

27 3 reposts

Reacties

+19

Interessant Commentaar Reposten Versturen

Voeg commentaar toe...

Benjamin Sekkai · 2e
Senior marketing, adtech & media executive - Stellantis C...
2 mnd ·

A humbling (and thrilling) return to the mic — after 8 years

I recently had the chance to sit down with **#CMOVOICES** by **UBA Belgium** and **L'Echo** to talk about what drives me, what we're building at **Stellantis Belux**, and why I believe brands still have incredible stories to tell — and to activate.

It's both humbling and energizing to be invited to share my vision — especially following the brilliant peers whose insights have shaped the conversation around marketing and leadership - just take a look at some of the names on this list : **Aude Mayence**, **Valerie Morfitis**, **José Fernandez**, **Aurélié Denayer**, **Yannick de Bièvre**, **Mélanie Decelle** (thanks for the question by the way 😊) and many more. To be fair, being part of that line-up is an honour in itself.

The podcast is in French, but hey — a good AI can translate it for you in seconds
A written feature is also available in L'Echo !

Thanks to **Gwenael Hanquet** for the thoughtful and kind guidance throughout the process — it made all the difference to have a host like that.

If you're curious about how we're reimagining marketing, brand power and team spirit in a complex industry — take a listen, you may even recognize special guests...

PS : I'd love to keep the conversation going — feel free to reach out if the topic resonates or if you'd like to exchange perspectives.

#WhatALife #EpicJourney #CMOVOICES #Stellantis #MarketingLeadership #BrandPower #Podcast

Vertaling weergeven

UBA Belgium
8.245 volgers
2 mnd · Bewerkt ·

Découvrez le nouvel épisode de CMO voices avec **Benjamin Sekkai** (CMO Director - Stellantis Belux) !

Dans cet épisode captivant, Benjamin revient sur son parcours atypique, qui l'a mené du digital et du management à la direction des opérations marketing Belux d'un des plus grands groupes automobiles mondiaux.

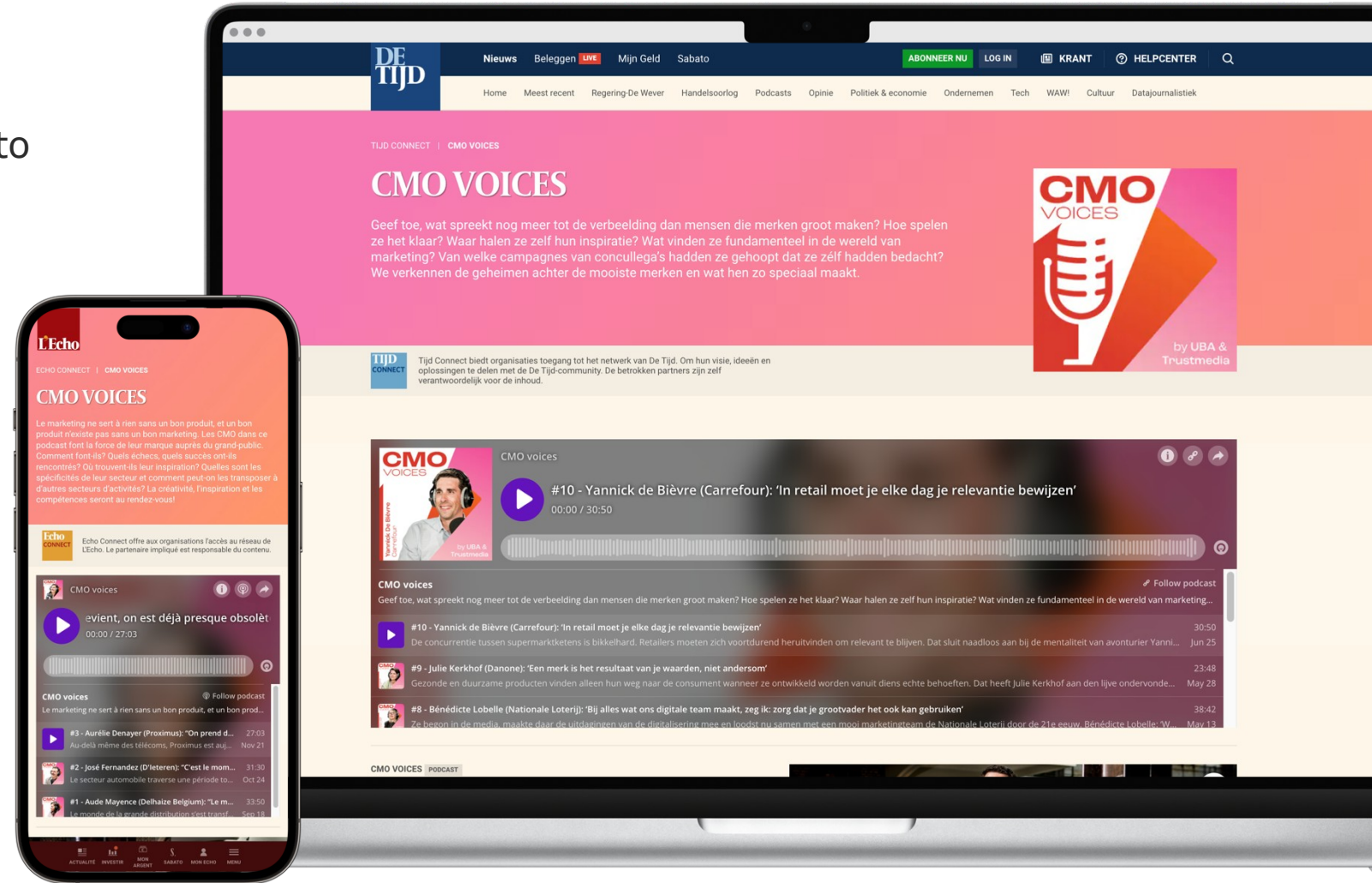
Il partage une vision du marketing comme outil stratégique d'éducation et de transformation, bien au-delà de la simple vente. Et évoque un défi passionnant : remettre en musique un portefeuille de marques iconiques dans un contexte d'électrification et de compétition mondiale.

Pour lui, il est essentiel de s'appuyer sur l'histoire et les valeurs des marques pour construire des stratégies marketing authentiques et percutantes.



More than a podcast

- A full media platform designed to scale
- Premium monthly podcast production
- Dedicated storytelling on tijd.be and lecho.be

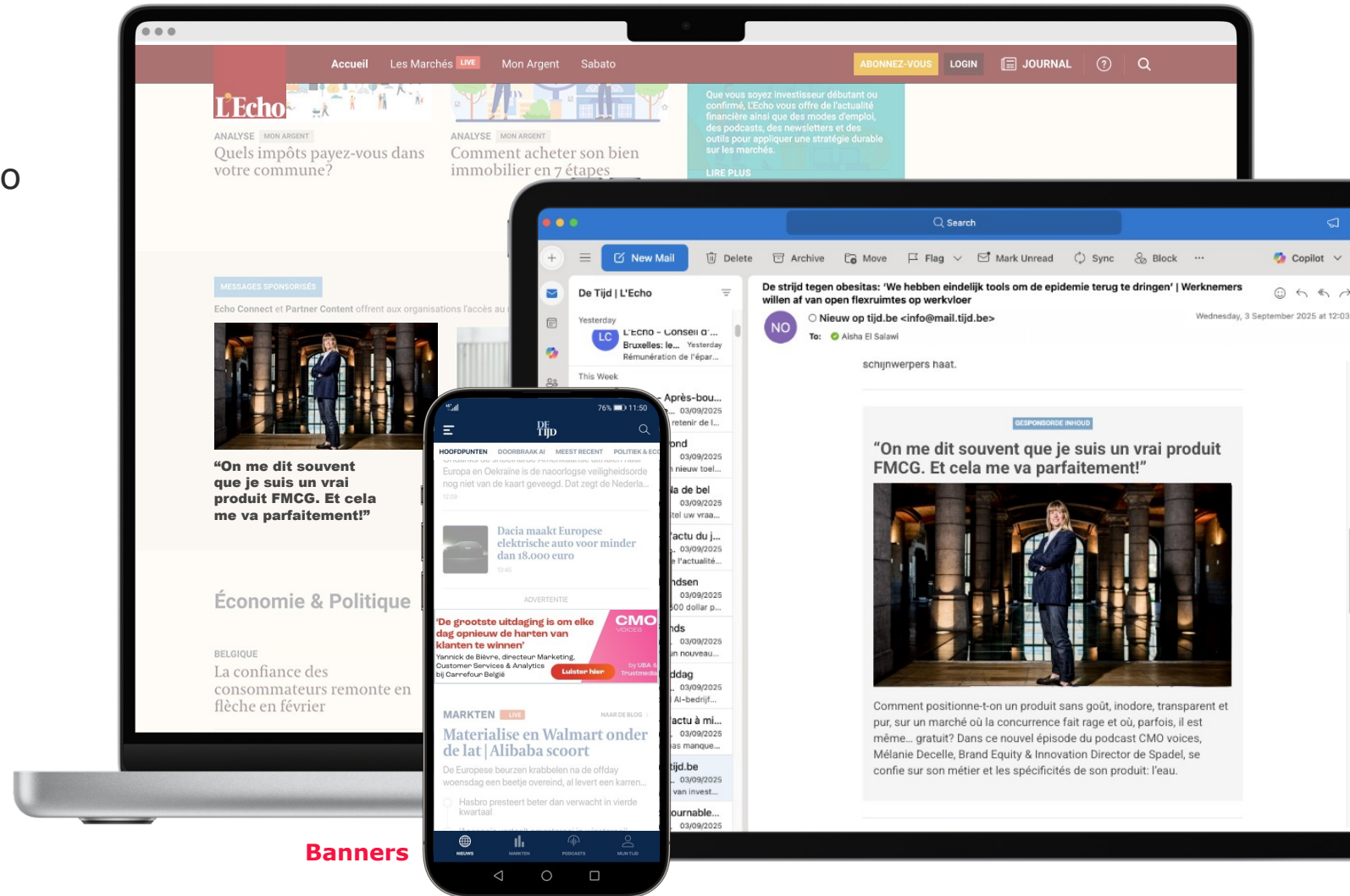




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- Branding and audience development
- First-party-data-driven activation and optimization

Native positions



Banners

Newsletter



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CMO voices created a double dynamic

→ The B2B community became a communication channel.

And the followers of the podcast became a community.

→ As a result, CMO voices evolved into more than content:

a platform where the sector sees itself, follows itself and strengthens itself.

→ At this scale, that is a real innovation in Belgian B2B media.



Engagement at scale

- 32 episodes produced: 16 Dutch + 16 French
- 40,000+ listening sessions, 8,500+ hours of engaged listening, 350+ days of listening time
- 68,000 article pageviews, 2,400+ hours of engaged reading, 100 days of reading time
- Brand impact: +28.2pp direct brand lift; +6.7pp indirect brand lift; 49.5% of exposed audiences now familiar with UBA
- Full-funnel uplift: Awareness +6.4pp; Consideration +7.8pp; Preference +7.6pp; Action intent +6.4pp
- UBA awareness rose from 26.4% in season one to 64% in season two.
- Reaches 40%+ of logged-in users on tijd.be and lecho.be
- The platform also gained strong organic credibility, with spontaneous participation requests from CMOs.
- **18 months after launch, UBA was already welcoming on average one new member per week.**



Why this case deserves an AMMA

- A powerful partnership between two complementary leaders
- A clear and distinctive idea: voices, not logos
- A smart, scalable B2B media platform
- Exceptional measurable brand and business impact
- A credible new reference medium in Belgian B2B

CMO voices proves that when strategic fit, creative clarity and media execution come together, branded content can become a category-shaping medium.

Thank you

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