



# VIDEO ADVERTISING

The New Weapon of your Digital Arsenal





# PREFACE

“Since its creation, Universeem has always remained at the forefront in its field. We listen to our customers, understand their markets and help them implement effective Digital Marketing strategies.

Never have so many macromarketing trends influenced the way customers, whether professional or private, seek and collect information to buy a product or subscribe to a service. On a micromarketing scale, it is essential to operate the right levers in order to capture their attention, to support them throughout the purchase process.

Each "Touch Point" is important because it alone can tip the balance in your favour ... or disfavour. Each channel, each medium must be exploited in the most judicious way. Over the last few years, YouTube has established itself as one of these media.

A medium requiring a strategy and tactics of its own. A media that must integrate, in a homogeneous way, into your marketing plan. Every week, more than 4 million unique users visit YouTube in Belgium. Google's video sharing platform is the 3<sup>rd</sup> most visited website in the country. YouTube is no longer a simple trend, it is a necessity.”

Simon-Pierre Breuls - *Partner & Marketing Director*

# SAN MATEO'S PIZZERIA

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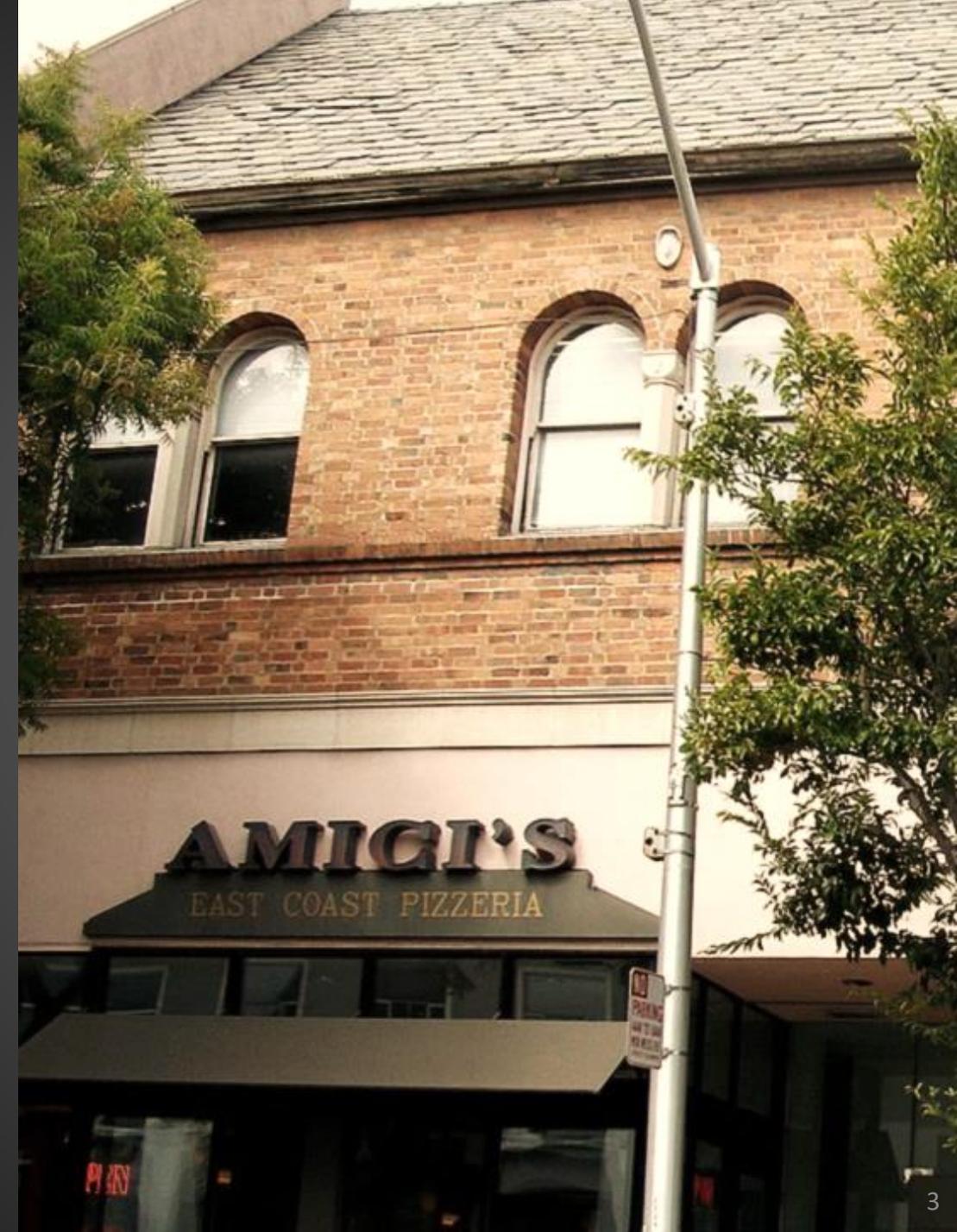
What was supposed to be a “Pizza Night” among colleagues will lead to the invention of the world's largest video sharing platform.

February 2005, Chad Hurley, Steve Chen and Jawed Karim, then employees at PayPal, are launching a platform for hosting and sharing video content. Jawed is the first to test the platform by posting a video titled "Me at the Zoo". 19 months later, the three friends resell YouTube to Google against the modest sum of \$1.65 billion.

In 2017, YouTube crossed the billion-hour mark of daily views. The Californian platform is the world second largest search engine, behind its shareholder Google, and has become the first "national channel" of many countries. More than 300 hours of videos are uploaded every minute.

At the time, Google had released a record sum to acquire a platform whereon 100 million videos were watched everyday. But this was only to better expand its advertising offer to this format. A more than winning bet for Google. Especially since nothing seems to be able to stop the growth of YouTube. The coming years should see this expansion accelerate.

By 2018, the video will represent 80% of the content available on the web. A bargain for Google that keeps working hard on its video offer. Seeing YouTube links in the first search results on Google demonstrates the importance of video content nowadays.



# GOOGLE'S ONLINE VIDEO GIANT



YouTube will have 185 million unique viewers by 2018, 67 percent of all Internet users



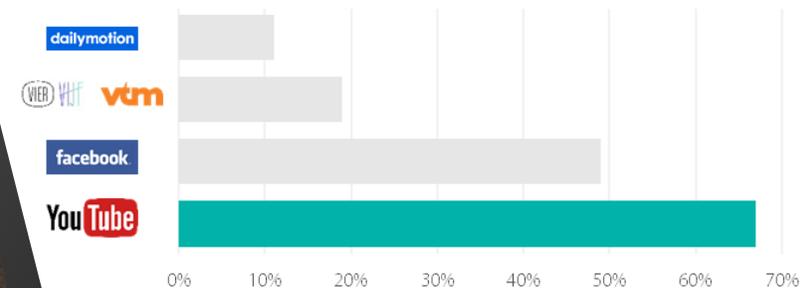


# OPPORTUNITIES FOR ALL

The video support's prospects of growth on the web just give us a glimpse of all the opportunities that are to be seized. Not matter under which form competition emerges, nothings seems to be able to stop the ascension of the Californian monster. Its main opponent will certainly remain itself, essentially in the way it manages the craze for video as well its advertising policy.

In Belgium, 79% of small and medium-sized enterprises have already provided video content. It is both little and much. The problem is that many of them do not deploy a strategy and do not derive real benefits from the tool. We see that B2B is developing faster than B2C. Video production costs and fear of developing an inefficient strategy are the main bottlenecks in the B2C sector.

If a certain anxiety is fully understandable, YouTube has become a pillar that can hardly be put aside. The video platform has many advantages that we will list in this document, but remember this throughout your reading: **YouTube is accessible to all companies.**



YouTube, is the first free online channel in Belgium gathering 67% of the viewers (source « Reuters Institute »)

4.4M

Number of unique visitors aged 18+ that are visiting YouTube on a weekly basis in Belgium (Source Google)

# DIGITAL VIDEO: THIS TRENDY FORMAT

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With the wind in its sails, Digital Video Advertising continues to expand and is adopted by more and more companies. This meteoric growth is due to many key factors. Among these, **the advent of mobile, the boom of Social Media and the sharp increase of video content consumption.** But other features, specific to the video format, may also explain why it performs so well:

- **Storytelling:** storytelling is a well-developed trend and one of the main thrusts of Digital Marketing. Video is a great way to propagate it. Through constant dissemination of coherent and attractive information, you will develop a close relationship with your customers. **You will gain both credibility and the confidence of your users much faster.**
- **Democratization:** making a YouTube video no longer represents insurmountable costs. Additionally, some companies may bet on low cost realizations that sometimes offer more authenticity and proximity with an audience that, quite often, is more receptive to this style of video. So, simply relaying existing content can already help you develop your "brand awareness".





# VARIETY & INTERACTIVITY

- **Variety of content** : Whether it's for "how-to" information, new product launches, upgrades or internal communications, **YouTube is a simple, effective solution** that meets the expectations of your customers. The penetration rate of YouTube is so important that your targeted audience uses it more than certainly ...
- **Interactions** : This is the main added value of digital video. Regardless of the content, you will send signals and receive responses to these signals. These responses can be expressed in various forms: little viewing time, positive comments, sharing, etc. **By analysing these returns, you will be able to adapt your strategy for your next video advertisements but also for all your advertising channels.**

# GOLDEN RULES

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The will to create, distribute and sell can make us forget the essential. The customers should always remain your first concern. Therefore you need to keep in mind the following 3 rules in order to never get lost :

- **Stay Authentic** : at the end, people must remember the added value of your product, not just that your ad is funny. Prefer quality in favour of quantity.
- **Optimize your Channel** : be sure to optimize your channel before launching ads. It is a question of placing your keywords at the beginning of the title. Do not use more than 3 short sentences for the description and include the keywords of your title in the tags of your video. Do not forget to choose good thumbnails to cover your video content.
- **Be Original** : it is more and more difficult to catch the attention of users. But, it's clear that short and original content will always have a better impact. Therefore, do not forget to quickly mention your brand or the users will stop watching your video without taking any action or noticing the brand who published it at first.



# WHY CHOOSE DIGITAL VIDEO OVER TRADITIONAL VIDEO?

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The rise of digital video is perceived as a disruption of the traditional audio-visual media sector. Sometimes perceived as rivals, "off-" and "online" media are complementary. But if you have to choose one, here's why digital video should be your first choice.

## A Powerful Targeting :

On television, an advertisement targets a certain audience according to the time and the program during which it is broadcasted. The target is assumed and the impact is estimated. With digital video advertising, targeting is much sharper. You can decide to target people on multiple criteria: demographics, interests, requests, a particular activity, an important event to come, etc. Conversely, one can also decide to exclude targets that one wants to avoid at all costs.

These mechanisms can refine your target to maximize the impact of your message. The important thing is not so much to count the number of people you touch but to touch the people who count ...

## Control on your costs :

Unlike TV and Radio spots, "YouTube Ads" generally operate on a cost-per-view (CPV) basis. A view is counted when a user watches the video for a minimum of 30 seconds. If the video does not exceed 30 seconds, billing will only take place if the user goes to the end of the viewing (this is what YouTube calls "TrueView Ads"). An undeniable advantage, especially as the CPVs remain democratic. **For a local campaign, the average CPV is between 0.10 € - 0.30 €.**

Another benefit that will certainly catch the attention of smaller companies? There is no minimum amount to invest. You can launch your first campaign for a few hundred euros. A famous contrast to the expensive TV spots.

Moreover, you know very easily how to estimate your budget to achieve your goals.

## Different formats available :

The first few seconds of your advertising are crucial. This is when you must seduce your target. Depending on your video, your means and your goals, you can favour one of the formats offered by YouTube. There are three main formats: "In-stream", "In-Search" and "In-Display". It is important to choose the right format to best reach your audience. We will present in a next chapter the different "Ads Types" available for each of these three formats.

## Data Collection and Remarketing :

One of the main advantages of digital is that you have a set of very accurate performance indicators, both upstream and downstream of the campaign.

Depending on your **targeting criteria** and your **budget**, an initial estimate will be made. Once your campaign is launched, the indicators are instantaneous. Is your campaign cartoon but limited by the budget? Increase your budget. On the contrary, if it does not meet the expected success, reduce your expenses or stop it. Before making adjustments, always take a step back and take a breather. Do not rush. Nevertheless, these indicators allow you to refine your communication through all channels.

## Invite to action (the famous 'CTA') :

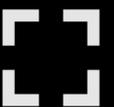
If one us exposed to a tantalizing television ad, he cannot act directly. As a spectator, you can at best take phone or tablet and perform new research before, eventually, finding what you were looking for. Provided of course that nobody comes to interrupt you. With digital video advertising, this intermediate step is scrapped out of the process. Therefore, it makes it easier to keep the user in the "Loop". The whole process is done within the platform itself (no 'drop point' whatsoever).

## Bonus : Organically shared!

Think about it : have you ever shared an ad that you found cool ? Whatever the reason, ads are also shared organically. As an advertiser, you will benefit from additional exposure at no additional cost. Who does not like free advertising ?



0:03 / 0:15



# Measuring Brand Marketing Goals With KPI's

## BRAND MARKETING GOALS



### Awareness



### Consideration



### Action

## KPI'S TO MEASURE IT

- Views
- Impressions
- Unique users
- Awareness Lift
- Ad Recall Lift

- View-through Rate
- Watch time
- Favorability Lift
- Consideration Lift
- Brand Interest Lift

- Clicks
- Calls
- Signups
- Sales
- Purchase Intent Lift

# HOW TO MEASURE VIDEO PERFORMANCES ?

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Your goals will always depend on your marketing priorities. Ask yourself the following question: "Am I in the perspective of notoriety, consideration or sale? "

Depending on your marketing objective, key performance indicators will vary. With YouTube, we usually put a stronger emphasis on Brand Awareness.

## Which tools are available to measure the performance of your campaign?

It is essential to adapt the performance of your video to the behaviour of the users. To do this, you need the right tools.

### Classical tools :

"Google Analytics," "AdWords," and "YouTube Analytics" allow you to have a lot of valuable data. Note, however, that it is essential to link all your accounts to each other in order to ensure the consistency of the data. You can then act quickly and optimally.

For example, you can measure the number of unique users who viewed your video, the average viewing time per user, the number of clicks, or the number of sales generated directly or indirectly by the video. This will help you determine your targets, your maximum cost per click, and so on.

### Brand Lift :

Measuring awareness through a click rate or number of views is not easy. However, the effectiveness of an ad campaign is also assessed by how it affects the brand settings. That's why Google launched Brandlift. This platform is incredibly powerful and can measure many dimensions (see the diagram below). Small flat, you can only access it from 15,000 € expenses per campaign.



# BRAND LIFT

## WHAT WE REPORT



Ad Recall



Brand Awareness



Brand Interest

## HOW WE MEASURE IT?



Surveys



Surveys



Search

## WHICH TYPES OF QUESTION WILL WE HELP ANSWER



What frequency maximizes ad recall in my brand message?



Which demo is driving the highest lift in brand awareness?



Is my campaign inspiring consumers to reach for my brand or products?

BrandLift measures the direct impact of your YouTube ads on both the perception and the behaviour of your targeted audience, and this throughout the "Customer Journey". BrandLift gives you insight into how your ads affect a range of important parameters, such as brand awareness but also buying intention or interest in the brand (measured through the brand Organic Research Activity).

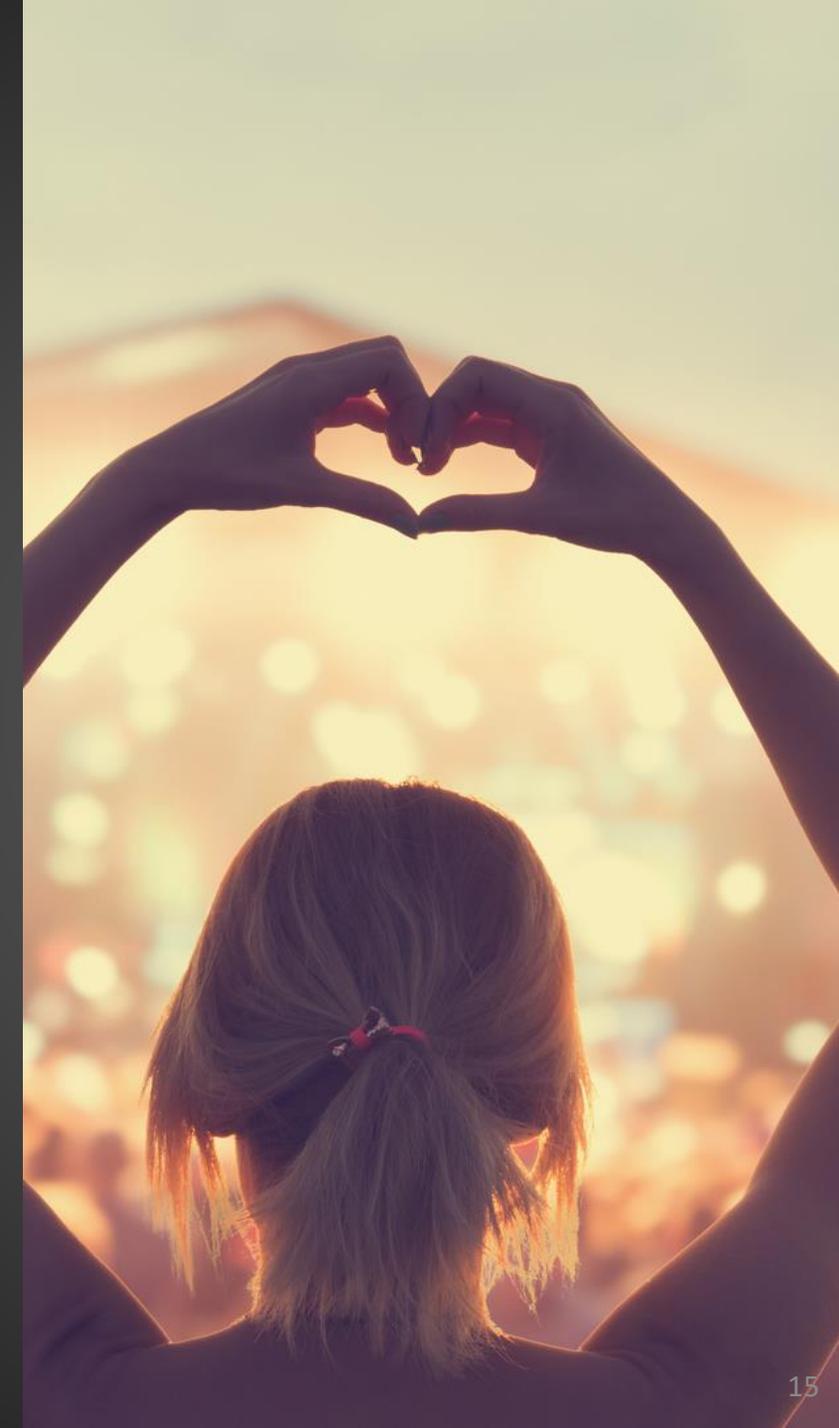
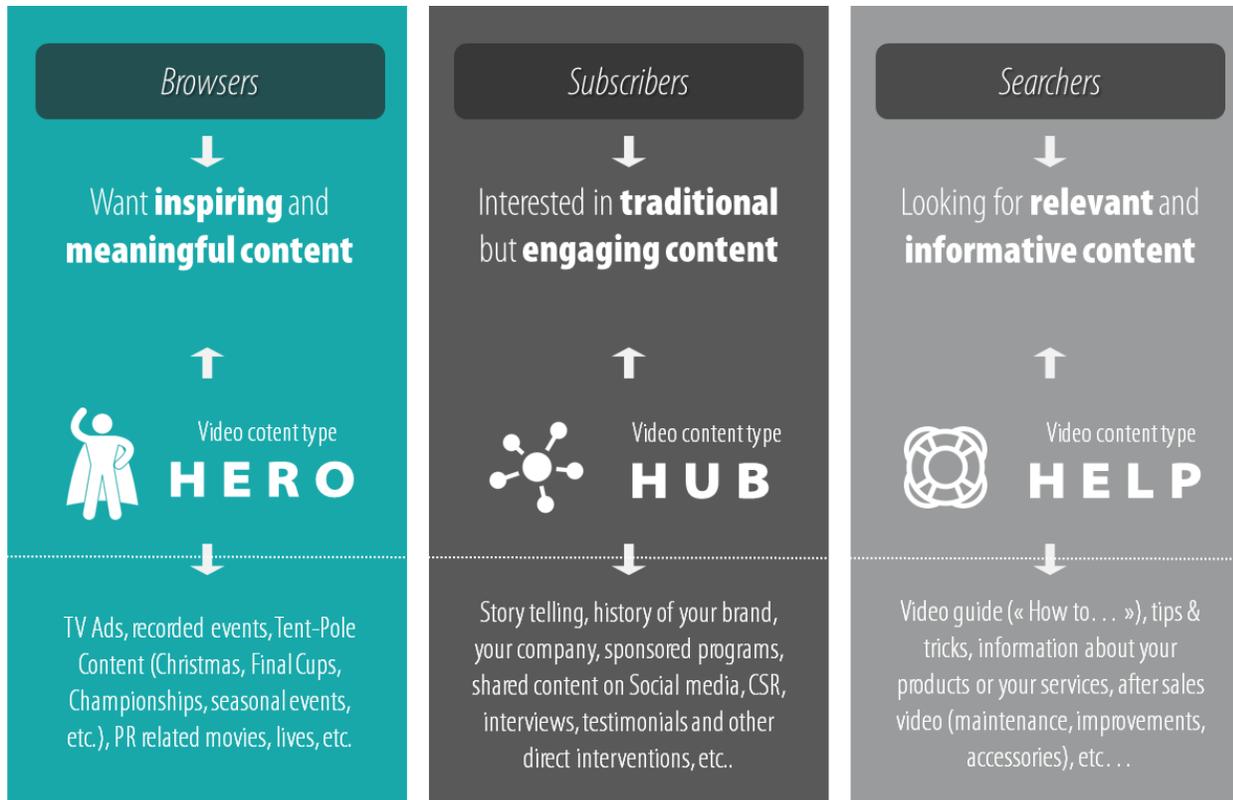
### « Google Surveys » :

Rarer, it involves launching online questionnaires to measure **the impact of your video on brand awareness (a tactic also used by platforms like Spotify)**. If you choose this tactic, it is essential to develop the questionnaire with a specialist so as not to draw too hasty conclusions from your campaigns.

A hand is shown from the bottom, with the index finger pointing upwards towards a glowing yellow rectangular box. Inside the box, the word "BRAND" is written in large, bold, blue capital letters. The background is a blurred bokeh of colorful lights in shades of blue, green, and yellow.

# RIGHT CONTENT, FOR THE RIGHT AUDIENCE

A recipe for cooking, a "Trailer", an "Aftermovie", YouTube allows us to share content without limits. After establishing your strategies, you will have to make a clear distinction between each of them. In order to do so, you can place your content into the 3 following dynamics: inspiring content, engaging content and informative / dynamic content. The diagram below shows the fundamentals and the types of audiences to which they are addressed:



## Inspiring Content (« HERO ») :

This is a specific content, shared over a short period of time. For example, the launch of a new product or a new film. This content should incite your audience to buy your product, subscribe to your services in a matter of seconds. Its diffusion is intensive and generally less targeted than for the other two types.

## Engaging Content (« HUB ») :

It is mainly used to sensitize. From a marketing point of view, these types of videos are mainly used for "branding" and / or consideration. This content enhances your brand image by being delivered in a more systematic but also more targeted manner. He reminds your audience that you are present. Its dissemination is mainly linked to commitment objectives

## Informative Content (« HELP ») :

Users are constantly searching for information on the web. Always be present when you are concerned. Your videos must be intuitive and appear on the right queries. Its diffusion is continuous. For example, the videos under the heading "Comment Faire?" "produced by Leroy Merlin that are continuously available on the platform.

Author's note: buzz marketing is not an end in itself. Virality is not a strategy but rather a delicate exercise, often too random to base its strategy exclusively on this objective. A viral campaign is usually a "One-Shot". While it is important to know the mechanics and keys to success, it is not necessarily synonymous with commercial efficiency. Especially if your goal is to engage your community over the long term.



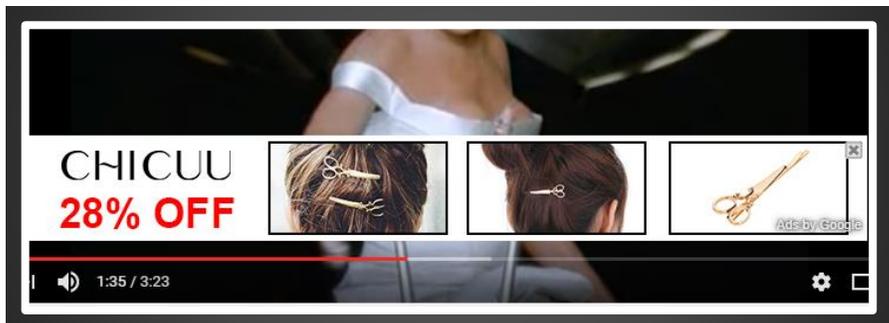
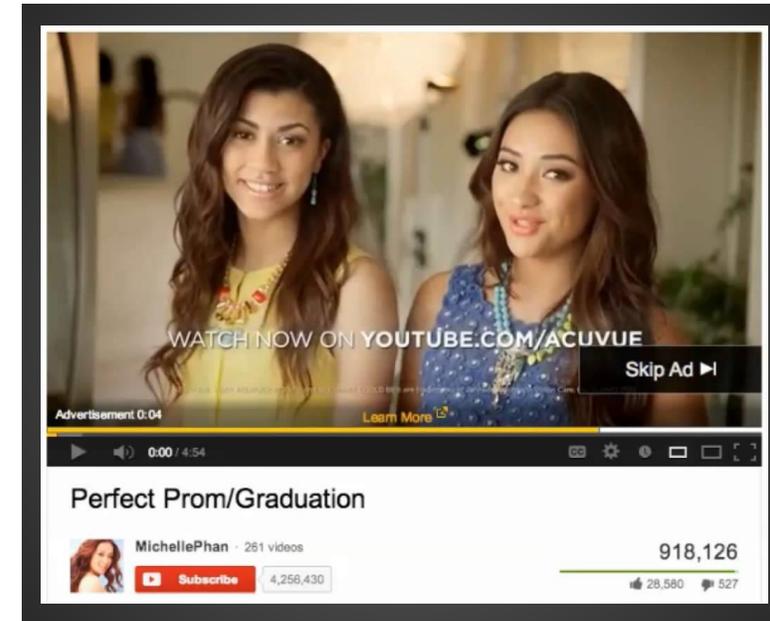
# WHAT FORMAT AND FOR WHICH TYPE OF MESSAGE ?

Advertising on YouTube comes in many forms. A diversity that pleases advertisers who can optimize their presence with the format corresponding to them best.

## « TrueView in-Stream Ads & Bumper Ads » :

The "TrueView in-Stream" format consists of placing your video before ("Pre Roll"), during or after playing another video on YouTube. As a matter of fact, there are two main types of "In-Stream Ads". In the first case, the user will be forced to play the video for at least 5 seconds before being able to skip it ("Skippable Ads"). In the second case ("Non-skippable & Long Video Ads"), the user will be exposed to your advertisement for a minimum of 15 seconds without being able to interact on the proposed message. Please note that this format should disappear soon (current 2018 according to Google since it goes against the principle of "TrueView"). These formats are ideally designed for advertisers who want to have a lot of visibility. They are also traditionally used for remarketing. Payment is made by the number of actual impressions. You pay only if the user interacts with your content or looks at it completely (hence the next "non-skippable" format).

The "Bumper Ads" format does not allow you to "skip" the video. Its duration is 6 seconds maximum. It is played before, during or after a video. Payment is made by "CPM" (cost per 1000 impressions). Less intrusive, it clearly supplants the "Non-skippable & Long Video Ads".



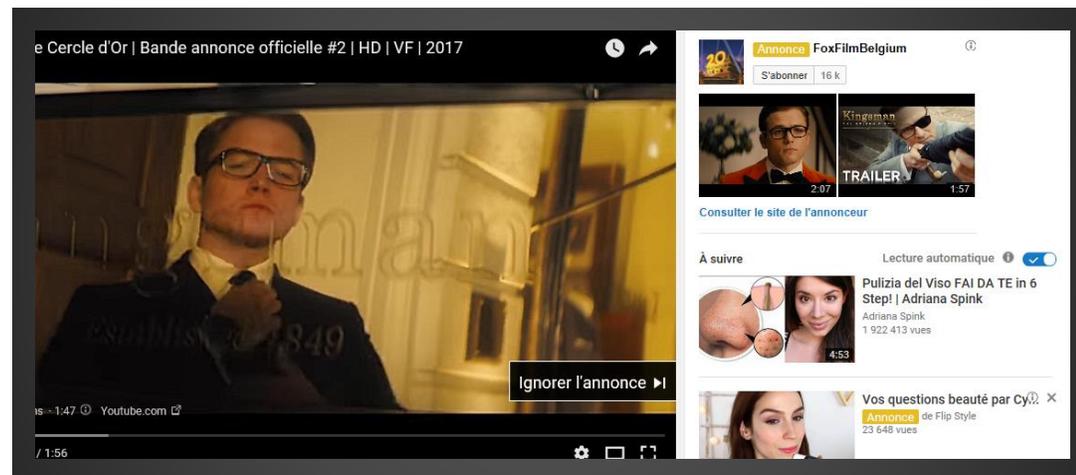
## « In-Video-Overlay-Ads » :

The "Overlay" format offers the possibility of placing a banner in the lower part of the video viewed by the user (with a maximum of 20% of the space occupied). The advertiser can specify when the banner is displayed and for how long. Recently, the "Overlay" format supported the "Flash" but Adobe has just announced the end of its support by 2020. Not an issue though since GIF are supported. Other supported formats are JPEG and PNG.

## « TrueView Discovery Ads » :

The TrueView Discovery Ads format (formerly known as “TrueView In-Display Ads”) displays a banner pointing to your video next to the viewed video. By matching the content of the video and the content of your banner, the user’s attention is drawn. This type of format is more natural and helps keep the user inside YouTube (remember the process part, page 10).

Thanks to this type of “Clickable Ads” you can send users to a “Landing Page” with good “Calls-To-Action”. This format is often used to boost views and subscriptions to a YouTube channel.



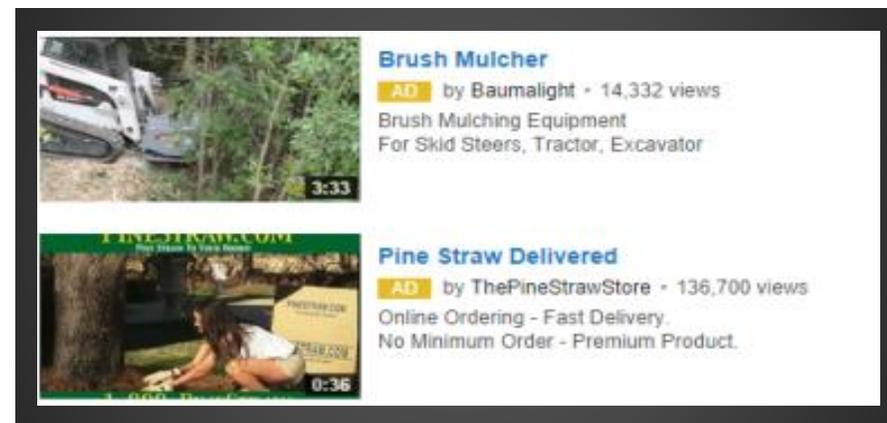
## « Sponsored Cards » :

The cards are visual elements that take place in the upper right corner of the video played. They make it possible to highlight certain products and services. Users have the ability to manually display the maps offered by the video they are viewing. For example, you can collect information (“Poll”) or point to other content. This format is recent but offers new opportunities especially in terms of cross promotion (products and related services).

## « In-Search » :

The format “In-Search” appears after a request made by the user. As with Google search, promoted videos appear above organic results.

As a result, advertising is generally no longer perceived as intrusive advertising. It is displayed when the consumer asks for it. Just make sure you have a good “Call To Action”, an attractive sticker and an evocative title. Whatever the format, keep in mind the nature of your goal. Develop a step-by-step strategy and make the necessary adjustments.



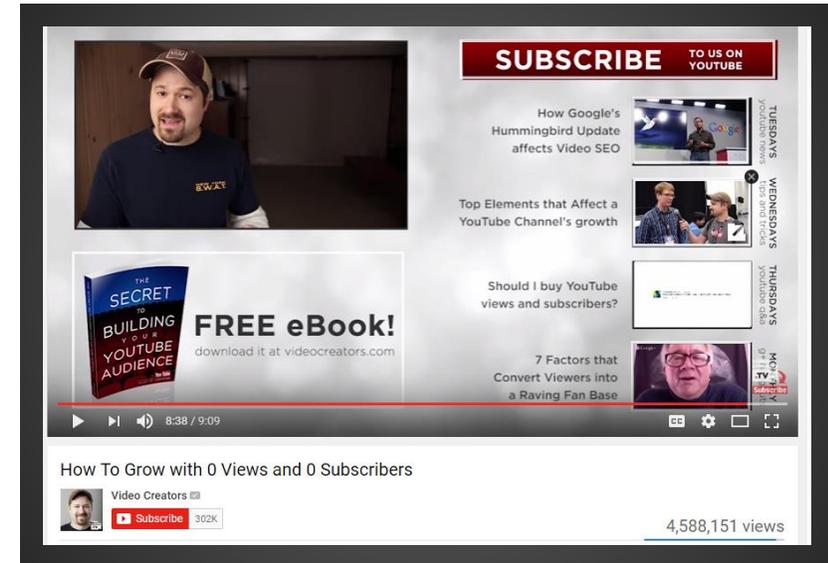
## Evolving Format:

YouTube does not want to freeze its offer. Other formats that those we presented are also available. Also, some formats may disappear soon. Indeed, Mountain View's giant has just announced its intention to remove all "Non-Skippable" content, the results being mediocre compared to other formats, perceived as less intrusive by the viewers. The "Bumper Ads" will survive to this new policy since its duration is perceived as less "pushy" by surveyed users.

There are also special cases such as the **Masthead**. Unlike other formats, it is not based directly on a bidding system. This is an advertisement placed on the YouTube home page - a 970 \* 250 banner under the search bar - for which you have to negotiate the location for a fixed period of time (per 24-hour period in general ) with Google.

Not to mention the famous annotations. Like the "Cards", these are added directly to the published video (via the "YouTube Studio") and allow you to interact with your audience ("Clickable Ads"). You can promote membership to your channel or push your audience to another content that you want to highlight.

In short, there are plethora of formats. It is important to choose the one that best sheds light on your content. **It all depends on your video strategy and the goals you want to achieve. Be cautious: do not overlook any parameters.**



# THE AVENT OF MOBILE

The strong growth of mobile has greatly contributed to the prosperity of YouTube. By allowing you to watch video content wherever you are, the mobile has exploded the digital video market. Obviously, this is not the only reason for the success of YouTube but its mode of consumption is very suitable for the platform.

Over the last years, majors events like "Tomorrowland" were and still are broadcasted live on the platform for free. The mobile also means more and more instantaneous. It is for this reason that since February 2017, YouTube has launched its "Live Streaming". It is possible, at the start of the mobile application, to make a "direct" which will then be placed on the channel from which the video was recorded

The mobile is evolving at a crazy speed. It is crucial to adapt quickly to new trends. YouTube does it very well with, on the one hand, formats suitable for all advertisers and, on the other hand, the desire to act seamlessly.



*Between 2015 and 2016, the number of Belgian users visiting YouTube from a mobile device increased by 30% (Smartphone or Tablet)  
(Source Bloovi)*



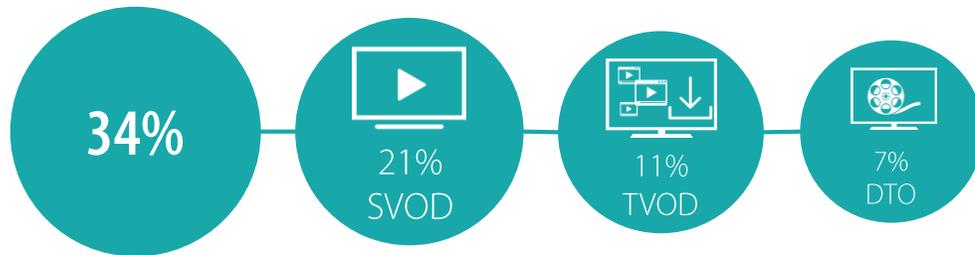
*70% of the connected users in Belgium (aged 18+) visited YouTube on a regular basis during the first semester of 2017 (Source DigiMedia)*

# THE SMART TV STRATEGY

Even on television screens, the digital video enters in competition with the more traditional media. A transition which is even more delicate taking into account the technical specificities and users' interest. For example, YouTube is no longer available on TV bought before 2012. This is due to a technical change since the Mountain View's giant has finally opted for HTML 5.

But YouTube is ready to enter new markets as reflected by the launch of a new SVOD service. For USD 35 a month, you will get access to a large panel of TV channels and have the possibility to record any of the program via a Cloud DVR platform. This service will be available on all devices. YouTube or how to compete with traditional TV by directly targeting more than 1 billion users, from 88 different countries and speaking 76 different languages.

This new system will enable the Californian giant to boost its advertising offer. And it already promised it: the paid version of this subscription-video-on-demand (SVOD) service will not allow users to get round YouTube ads.



The non-linear premium TV services (that are not preprogramed) attract more than 34% of the viewers in Belgium. The subscription video on demand (SVOD) accounts for more than a 5<sup>th</sup> of this market since it attracts more than 20% of the users. TV on Demand (TVOD) entices 11% of the users and ranks at the second place. The Download-to-Own (DTO) gathers 7% of the users and closes the top 3 ranking.



# TURKISH AIRLINES CASE

## Goals :

- Increase Notoriety of Turkish Airlines
- Reach a New Audience : Young people who love adventure
- Efficiency of the campaign test by brand recall of the advertising.

## Strategy :

- Creation of a marketing campaign close to the most searched word : selfie
- Creation of a « Custom Channel » to introduce the campaign and demonstrate the spirit of the company in an interactive way.
- Using various YouTube tools to reach a global audience.

## Results :

- 77 billions views during the first week
- Multiply by three the search volume related to the brand on YouTube.
- Increase of 16% in the number of brand-related queries on Google.
- Increase of brand recall of 9%



# "SUCCESS STORIES": FIND YOUR FORMULA



Elected publicity of the decade - with more than 141 million views - by YouTube, the spotlight of Turkish Airlines mixing the talented Argentinian footballer Lionel Messi and the Lakers basketball player Kobe Bryant, was an excellent marketing stunt on the part of Turkish Airline (TA).

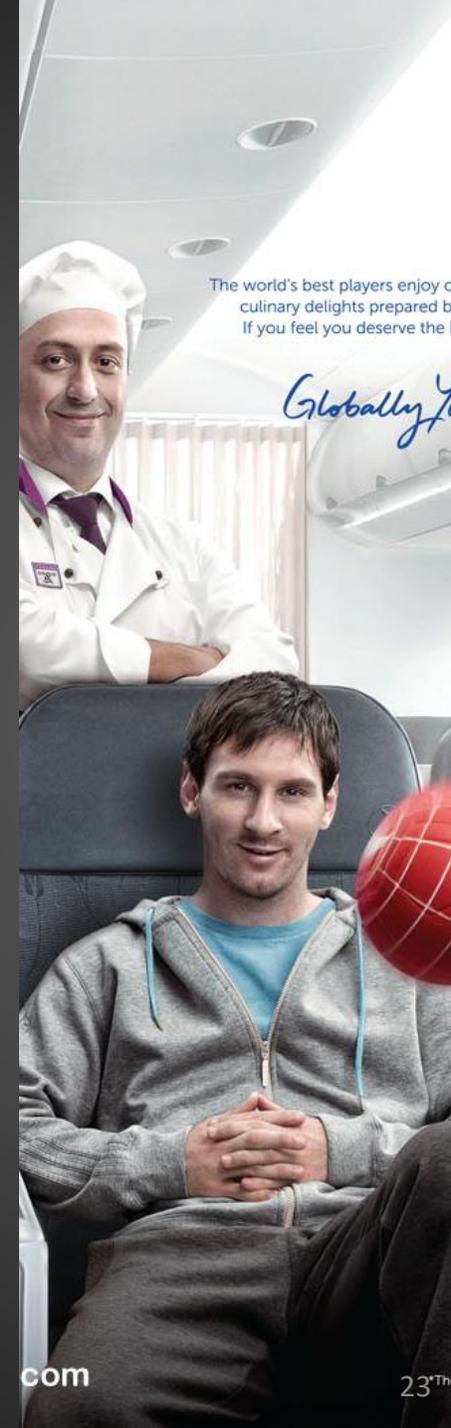
The presence of two superstars does not guarantee the success of an advertisement. A little background. We are in 2013, the selfie is a cultural practice in full boom. The appointed agency, Creative, proposes to turn advertising around the most researched term on the web at the time: selfie. The marketing department of TA decides to target young adventurers first because they love to travel more and more around the world.

By mixing efficient targeting methods with powerful brand awareness tactics, Creative & TA have made of this spot the biggest commercial success of the platform with more than 77 million views in just a week.

Turkish Airline also appreciated the strong interaction around the video a commitment rate of nearly 90%.

The success is complete when it comes to measuring the gain in notoriety. A 209% increase in searches related to the campaign on YouTube, 16% on Google and 9% of Global Brand Recall. Excellent results certainly, but be careful because what works for one does not necessarily work for the other..

Let us type once again on the nail: it all depends on your goals. Nothing should be left to chance. Take the time to analyse your targets, collect feedback from your customers before starting your "Video Marketing" strategy.



Although this is a "Success Story" based on an internationally renowned company, the lessons are valid for all kinds of businesses. The key lies in a strategy developed with a concrete target and a strong message. Adjustment is also very important. Also be careful not to steer a single channel. And then keep in mind that before we know success, we sometimes have to experience failure. Drawing good conclusions from previous tests is the best strategy to concoct your "Success Story".

## Discover the 6 steps of an efficient Video Marketing Strategy:



# MORE TRANSPARANCY & RELEVANCY

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At the beginning of 2017, a Times investigation revealed a YouTube dysfunction that unwittingly authorized, on the basis of its algorithms, the dissemination of advertising on racist, terrorist and homophobic videos. A news that immediately caused a crisis of confidence. **Google quickly reacted by allowing advertising only on videos that reached 10,000 views and in some cases were subjected to prior manual control.** The California company has also promised more transparency in the coming months. This does not in any way reduce opportunities but will make more sense.



# TAKE YOUR CHANCE

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YouTube experienced a meteoric rise. In a few years, the video sharing platform has become a superpower of the web. Its flexibility, innovation and instantaneousness propel it as an indispensable marketing tool for all companies. **The good prospects of video content on the web - which could represent 80% of the data exchanged by 2018 - will not slow down this trend.**

Despite its success, YouTube has remained very accessible to advertisers. Yet the video is still perceived as a risky adventure by many organisations that fear not to be up to the task or to face exorbitant costs. Others denigrate this new medium because of its supposed lack of attractiveness.

These last ones will probably change their mind since YouTube became **the first television channel in the majority of Western countries.** The time spent on the platform keeps climbing. On average, one out of two connected people visits YouTube on a daily basis. The predominance of YouTube no longer needs to be proven.

However, no marketing strategy is 100% free. And digital video advertising makes no exception. However, the costs associated with the creation of a digital video medium have been democratized as the offer sharply increased over the last years. But it is especially at the level of media purchases that the difference is felt. Tv spots are expensive and won't become cheap anytime soon. On the contrary, YouTube's auction system allows you to have control over all your costs. If your ad is not seen, you do not pay. The commitment around your advertising can also bring you back ... free views!

The fear of not being up to the task is certainly the most well-founded of all. **The digital evolves very quickly and demands both adaptation capabilities and the knowledge of this specific environment.** The various possibilities of targeting are another difficulty. Who to target? When and how many times? With what message? All of these elements strongly influence your results.

**Please contact our Video Ads specialists.** They can train you on best practices, develop a strategy tailored to your activities and efficiently manage your campaigns.



# 6 steps, so 6 funny facts to know about YouTube



## FRENCHITUDE

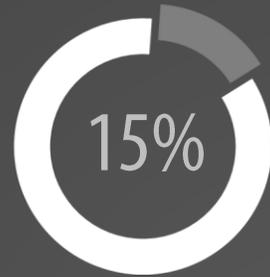
In France, there is the wine, the gastronomy, the breath-taking landscapes and YouTube

In the 25-49 age group **one Frenchman out of two** will visit, on a daily basis, the video sharing platform.



## ON THE PODIUM

Accounting for a bit more than 4% of all the pages visited around the Globe, YouTube **places itself in third position in the global ranking of the world most visited websites.**



## STAY UP TO DATE

A European study revealed that **15% of the consumers are visiting YouTube in search for information about commercial offers, specific brands, products or services.**

2/3

## MOBILE FIRST

That's right, **two out of three YouTube visitors are visiting the platform form a mobile device.** You therefore have to produce your content so that it can be watched « On The Go ».



## COSMOPOLITAN

Google's video sharing platform is available in **88 countries** and has been translated in no less than **76 different languages.**



## I'D BUY THAT!

**30% of Belgian & French consumers** declared, in a recent survey, that they watched a **YouTube video presenting the product** they were about to purchase **before actually buying it!**



“YouTube is not TV.  
And we never will be.”  
- Susan Wojcicki



## ABOUT THE AUTHOR :

Corentin Wilmot joined the UniverseM's team in October 2016. Passionate by the Video Advertising, he has decided to demystify YouTube and share with you his vision of a good strategy in video marketing.

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