



UC Leuven
Limburg

MOVING MINDS

International Marketing Week

17th edition

31 March – 5 April 2019



From Logo 2 Branding

A challenge for creative European marketers



Leuven – Belgium
31 March – 5 April 20



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The winner of 2017 in the press

Bubbles from Belgian apples

Seprosa® is a new, sparkling wine from *Haspengouw*. Different to a traditional sparkling wine, it is made of apples and pears.

Seprosa® is made according to the well-known *méthode traditionnelle*, with a second fermentation in the bottle.

...

The name Seprosa® was developed during the International Marketing Week at UCLouvain in Leuven, participated by 150 students from different countries. It was chosen by an international jury out of 32 proposals.

Seprosa®, or 3 times *prosit*, is the abbreviation of the Arabic 'seha', the Dutch 'proost' and the French 'santé'.

Not only the name but also the label, logo and baseline were developed by the students.



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Modules

- Market research
- Marketing communication strategy
- Consumer behavior
- Copywriting
- Graphic design
- Sales techniques





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If you would like to get a taste of last year's edition, have a look [here](#)



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The programme, all practical information and the registration procedure can be found on [our website](#).



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