

Flair sharpens its image with Duval Guillaume

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Flair, one of Belgium's largest magazine by circulation, recently appointed Duval Guillaume -a part of Publicis One- following a multi-agency pitch.

The Belgian women's magazine Flair aims to inspire women to turn their dreams into plans. With the increasing digitalisation of people's lives today, Flair does not want to restrict itself to being just a magazine and aims to create a strong online presence offering both content and products. It's Flair's aim to become top of mind with women between the ages of 18 and 35. In order to get a refreshingly new view on the future of the brand and to ensure the latest techniques regarding digitalisation of the magazine market are employed to its full potential, Flair organised a pitch. After consulting several different agencies, Duval Guillaume came out as the most suitable partner.

The appointment is a testament of Flair's trust in Duval Guillaume, which has been Flair's advertising partner over the last 13 years.

Duval Guillaume will give a new twist to the tagline "Doe het met Flair/Il faut le Flair" which means "Do it with Flair" to further reinforce the brand, particularly in digital.

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