



"Je suis heureux de collaborer avec SUPER 8 Flandrien. Leur accent sur l'artisanat et la persévérance correspond bien aux valeurs que je défends en tant que coureur. Cela m'a donc semblé être une association naturelle, et je suis fier de faire partie de cette histoire belge," déclare Philippe Gilbert.

Vincent Bogaers, Account Director Benelux chez Wasserman, ajoute : "Chez Wasserman, nous sommes très satisfaits de ce partenariat. En collaboration avec mes collègues de Wasserman Cycling, qui représentent Philippe Gilbert, nous avons mis en place ce partenariat et conçu la campagne de A à Z. Le fait de réunir une marque forte comme SUPER 8 Flandrien et un coureur légendaire comme Philippe Gilbert démontre la puissance de la collaboration dans le monde du cyclisme."

SUPER 8 Flandrien sera présent lors de plusieurs événements cyclistes majeurs dans les mois à venir. Le 21 septembre, nous serons à la SUPER 8 Classic, un événement qui se déroule dans notre propre arrière-cour à Haacht. Nous serons également présents lors de diverses courses de cyclocross, notamment l'emblématique Koppenbergcross le 1er novembre. Le point culminant de nos activations de cette année sera les Six Jours, où nous participerons activement avec un défi cycliste passionnant.

Pour plus d'informations sur le défi STRAVA et les autres événements, suivez-nous sur Instagram via [https://www.instagram.com/super8\\_beers/](https://www.instagram.com/super8_beers/).

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**Wasserman** est une agence de marketing spécialisée dans le sport, la musique, la culture, le lifestyle et le divertissement. Au Benelux, #TeamWass a des bureaux à Malines et à Amsterdam, le HQ EMEA se trouve à Londres.



# SUPER 8 Flandrien strengthens brand positioning in cycling with Philippe Gilbert as ambassador

## Brouwerij Haacht enters a multi-year partnership with cycling icon for strategic campaign

Brouwerij Haacht is proud to announce a multi-year collaboration with former professional cyclist and cycling icon Philippe Gilbert to further strengthen the positioning of the SUPER 8 Flandrien brand within the cycling world. As part of this strategic partnership, designed to reinforce the brand identity of SUPER 8 Flandrien, Gilbert will serve as the brand's ambassador.

The collaboration with Philippe Gilbert, a cyclist renowned for his perseverance and passion for the sport, aligns perfectly with the values and vision of SUPER 8 Flandrien. "We are thrilled to have Philippe on board as the face of our brand. His impressive career and status as a true Flandrien seamlessly match the image we want to convey with SUPER 8 Flandrien," says Karen Cumps, Brand Manager at Brouwerij Haacht.

## STRAVA Challenge kicks off the campaign

To mark this collaboration, we are launching a unique STRAVA challenge. This challenge will be activated in the run-up to the SUPER 8 Classic and offers cycling enthusiasts the chance to win an exclusive Flandrien cycling outfit. The challenge aims to inspire and motivate both amateur cyclists and avid athletes to embrace the Flandrien spirit that Super 8 embodies.

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**Wasserman** is a leading connections agency specializing in sports, music, culture, lifestyle and entertainment. In the Benelux, #TeamWass has offices in both Mechelen and Amsterdam, with EMEA HQ in London.



"I am pleased to collaborate with SUPER 8 Flandrien. Their focus on craftsmanship and perseverance aligns well with the values I hold dear as a rider. It feels like a natural fit, and I am proud to be part of this Belgian story," says Philippe Gilbert.

Vincent Bogaers, Account Director Benelux at Wasserman, adds: "At Wasserman, we are very happy with this partnership. Together with my colleagues from Wasserman Cycling, who represent Philippe Gilbert, we have set up this partnership and designed the campaign. Bringing together a strong brand like SUPER 8 Flandrien with a legendary rider like Philippe Gilbert showcases the power of collaboration within cycling."

SUPER 8 Flandrien will be present at several major cycling events in the coming months. On September 21, we will be at the SUPER 8 Classic, an event that takes place in our own backyard in Haacht. We will also be present at various cyclocross races, including the iconic Koppenbergcross on November 1. The highlight of our activations this year is the Six Days, where we will be actively participating with an exciting cycling challenge.

For more information about the STRAVA challenge and other events, follow Instagram at [https://www.instagram.com/super8\\_beers/](https://www.instagram.com/super8_beers/).

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