

Social Round



Tournée Sociale Vinum & Spiritus Belgium

2021 > 2021

#AwarenessRaising #On-trade

#SocialMedia



Objective

To ensure the safe reopening of the hospitality sector for both the staff and patrons.
To encourage consumers to enjoy in moderation and to stay safe.

Description

The online #TournéeSociale campaign ran in May 2021 to ensure that the reopening of the hospitality sector took place in the best conditions. “Tournée” is a reference to conviviality, and “Sociale” is a reference to socialising whilst respecting the rules.

All partners distributed a visual (see attachments) accompanied by the #TournéeSocial hashtag. Four important messages were shared:

- Respect closing times: do not stay longer than planned.
- Respect the measures: when getting up from your seat you must wear a mask.
- Keep an appropriate distance: stay 1.5m from other tables and don't go to other tables even if you know someone.
- Enjoy in moderation: enjoy, but don't forget to hydrate regularly with a non-alcoholic drink if you are drinking alcohol.

Customers were encouraged to share a photo on social media of enjoying themselves whilst respecting new rules and using the #TournéeSociale hashtag for a chance to win a surprise gift.

A second wave of took place in December with more partners taking part. The key messages this time were:

- Help catering managers and staff: spontaneously show your Covid Safe Ticket (CST) upon arrival.
- Respect the measures: when getting up from your seat you must wear a mask and respect the opening hours.
- Keep an appropriate distance: stay 1.5m from other tables and don't go to other tables even if you know someone.
- Enjoy in moderation: enjoy, but don't forget to hydrate regularly with a non-alcoholic drink if you are drinking alcohol.

Partners

Belgian Brewers - May and December

Fevia (Belgian Food Industry Federation) - May and December

Febed (Belgian Federation of Beverage Distributors) - May and December

Horeca Vlaanderen (hotel, restaurant, catering Flanders association) - May and December

VIWF (Association of Belgian water and soft drinks industry) - May and December

Horeca Brussels (hotel, restaurant, catering Brussels association) - December

Horeca Wallonie (hotel, restaurant, catering Wallonie association) - December

UNIZO, UCM, (Unions of Self-Employed Entrepreneurs) - December

COMEOS (Belgian trade and services association) - December

Event Confederatie (Event Confederation) - December

Results

12 associations took part along with many independent venues.

Downloads

Photo gallery



