

# WALKING MEN

Digital Transformation  
is probably the most  
discussed topic  
of the past 5 years.



Who is not looking for ways to use  
digital to accelerate the business and  
meet changing market requirements?



The integration of digital in a strategic way  
creates competitive advantage





# 3 areas where the usage of digital delivers value

01

## Transforming products and services

New ways to access and use your products,  
creation of new products and services, additional services

02

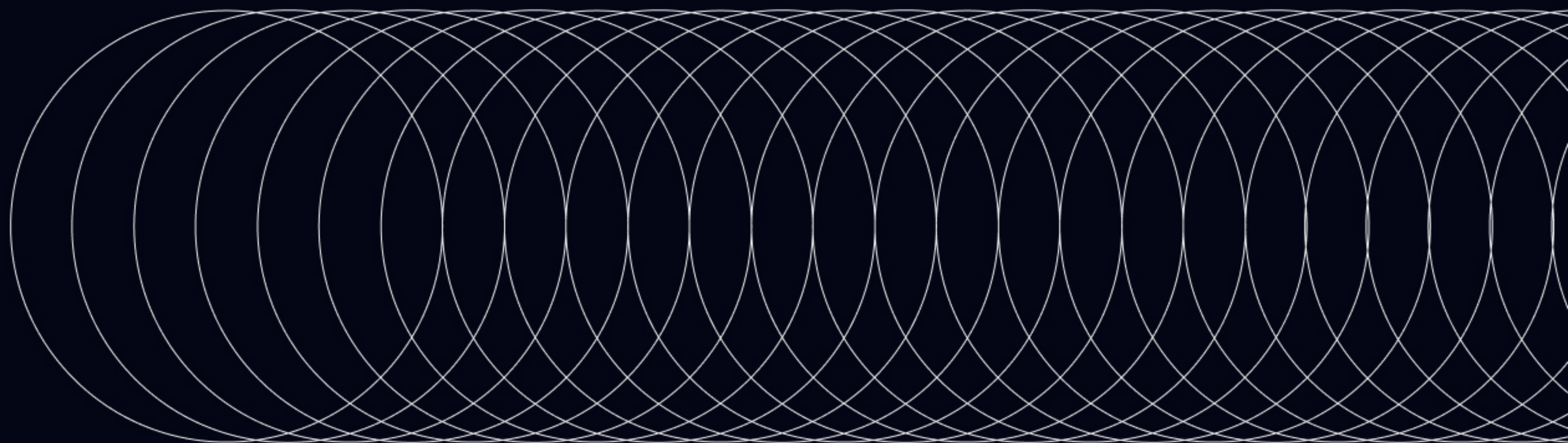
## Transforming operations

Improve the way the organisation is operating.  
New approaches for daily operations, collaborations and innovation.

03

## Transforming the relationship with customers

How to use digital to create awareness and improve notoriety, achieve  
seamless omni-channel experience, get better customer insights



Walking Men is a strategic partner  
to help you develop your digital capabilities  
to better connect with your audiences.



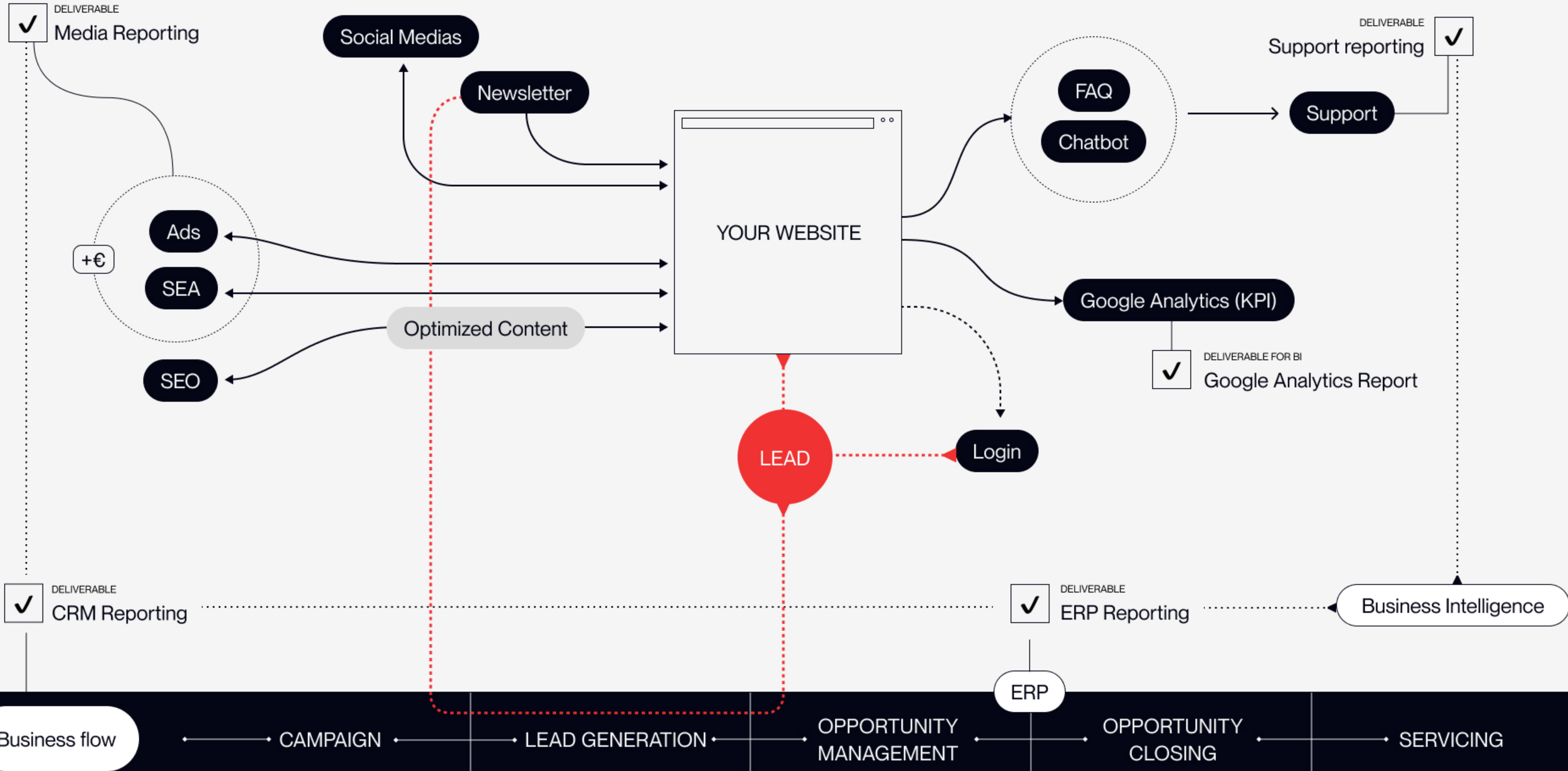


We build digital  
ecosystems and  
create digital brand  
universes.



The strategic approach of your digital ecosystem is the only way to provide your audiences with an optimal experience throughout the different digital touch points with your business.

We will help you align your digital ecosystem with the customer journey of your audiences, connecting with the internal processes of your business.







# 5 steps for long term success

- 01 Align the objectives of your digital ecosystem with your business goals
- 02 Get the most out of your digital transformation - train your employees around digital
- 03 So many digital agencies. Be sure to pick the ideal strategic partner
- 04 Investments need returns. Use the outcomes of your digital ecosystem to make your business and products evolve.
- 05 Forget department silos - all business stakeholders must co-create



# Our APPROACH

/ Project Strategy / A unique content-first approach  
/ Design your digital brand universe / The right technology, front to back

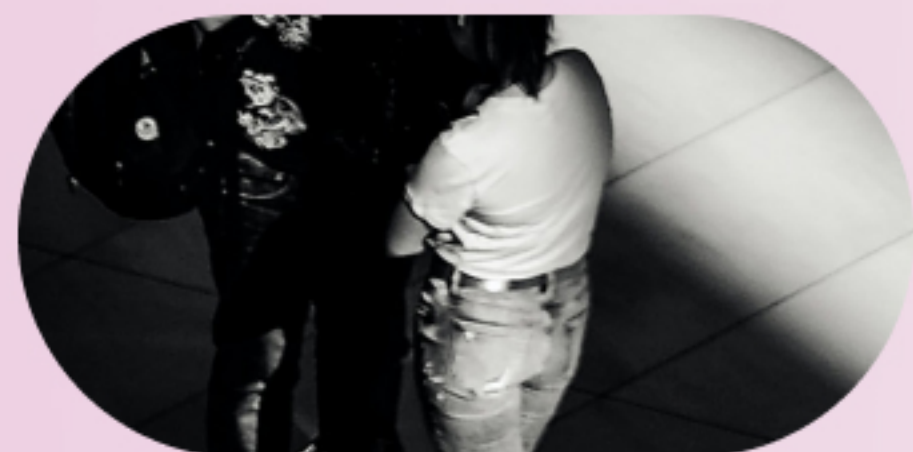


# PROJECT STRATEGY

Performance can only be achieved if we clearly define the ambitions of your digital project: what are we trying to achieve, how will we get there, why will we succeed?



# What strategy can do for you



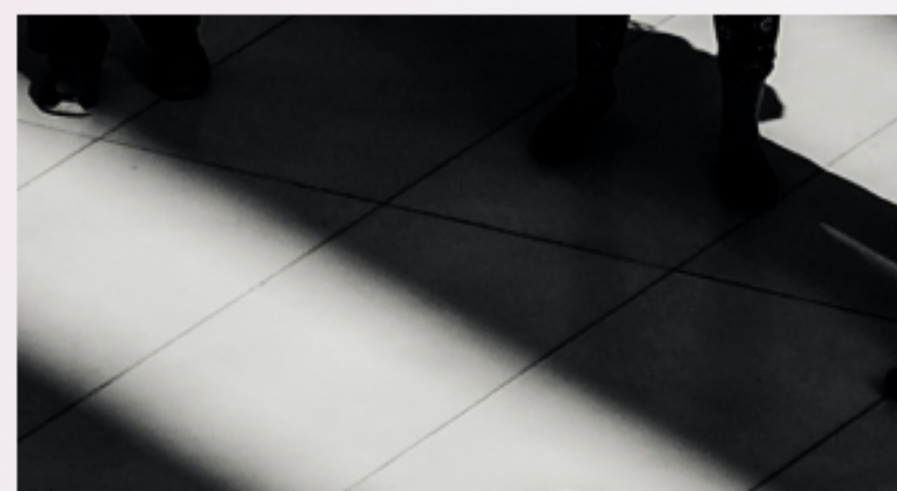
Align you (and your stakeholders) on your business requirements and your expected goals



Get an understanding of your key audiences



Get insight in the competitive landscape and the industry trends



Define clear strategic online tracks and understand how to measure them



Have a realistic roadmap, based on your priorities

01 Our Strategy Workshop is an opportunity to build an internal momentum, by inviting the different stakeholders to participate. It will allow you to bring together their requirements and expectations for the project while federating your teams.

02 We put the customer at the centre, and define personas of your key audiences. We use empathy mapping to get a good understanding of their needs and decision making: what motivates them and what stops?



**HOW  
WE DO IT**

03 Clear KPI, related to your goals, are set from the beginning. We measure how the projects will strengthen notoriety and visibility, grow your reputation, drive more qualified traffic, improve engagement rate, create stickiness for repeated sales, ...



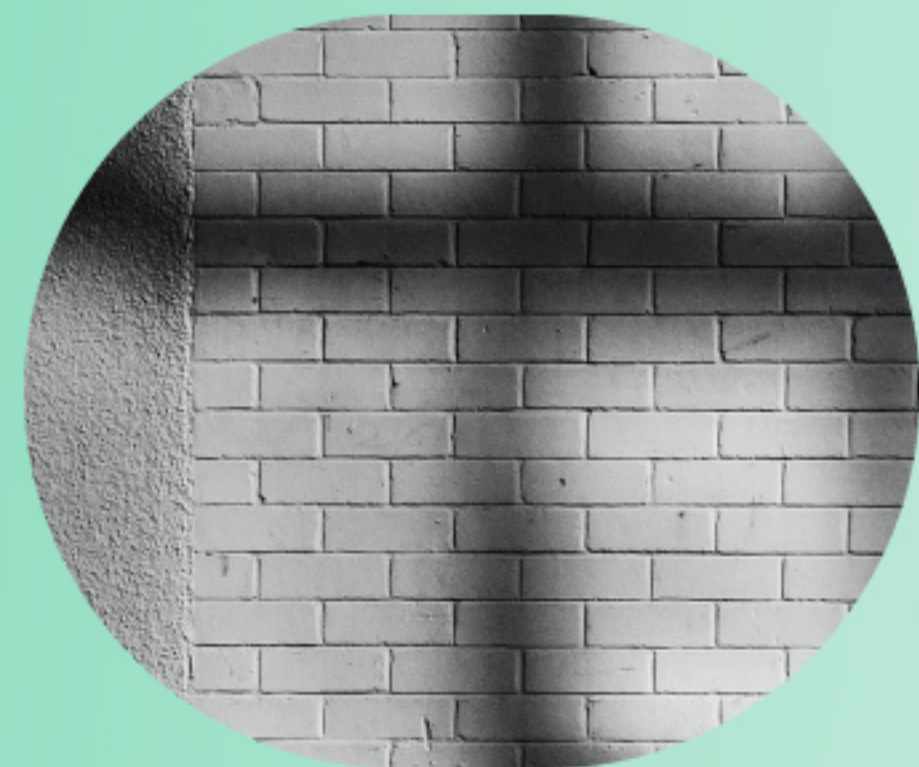


# A UNIQUE CONTENT-FIRST APPROACH

We create engagement through strong storytelling, including the right keywords to make you visible and relevant for searches related to your business, next to your competitors.



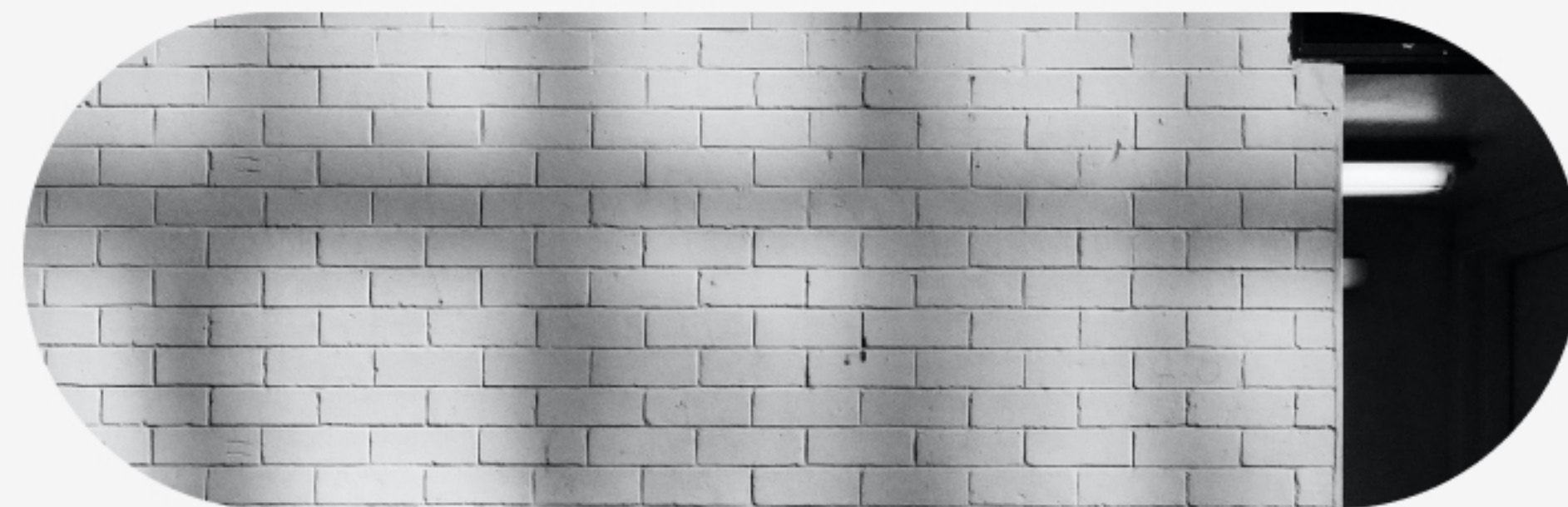
# Interlinking Content, SEO and UX



A rock-solid foundation making you relevant at each step of the customer journey



The SEO strategy is brought alive throughout the website, aligning the sitemap and content structure with the semantic content required for your SEO performance



The content strategy creates strong storytelling and creates your unique tone of voice

Our UX Team defines the flows and functionalities, illustrating them through the wireframes of the key pages, both desktop and mobile



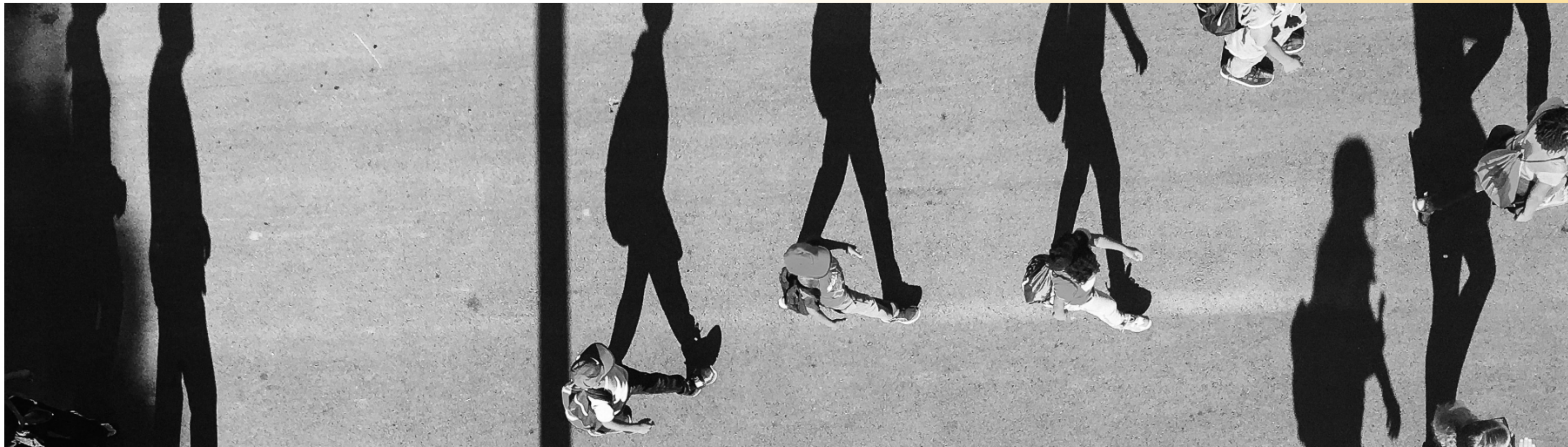
01 We team up with our clients in an ideation workshop. Together, we define the types of content and functionalities required for your project.

02 The outcome is very practical, and will allow you:

- 👉 To understand the semantic areas that allow you to achieve better ranking results
- 👉 To have clear insight and overview of the content to be developed
- 👉 To have practical SEO and content guidelines in hand to brief a copywriter
- 👉 To to a first user test, based on the wireframes containing real content

 **HOW  
WE DO IT**



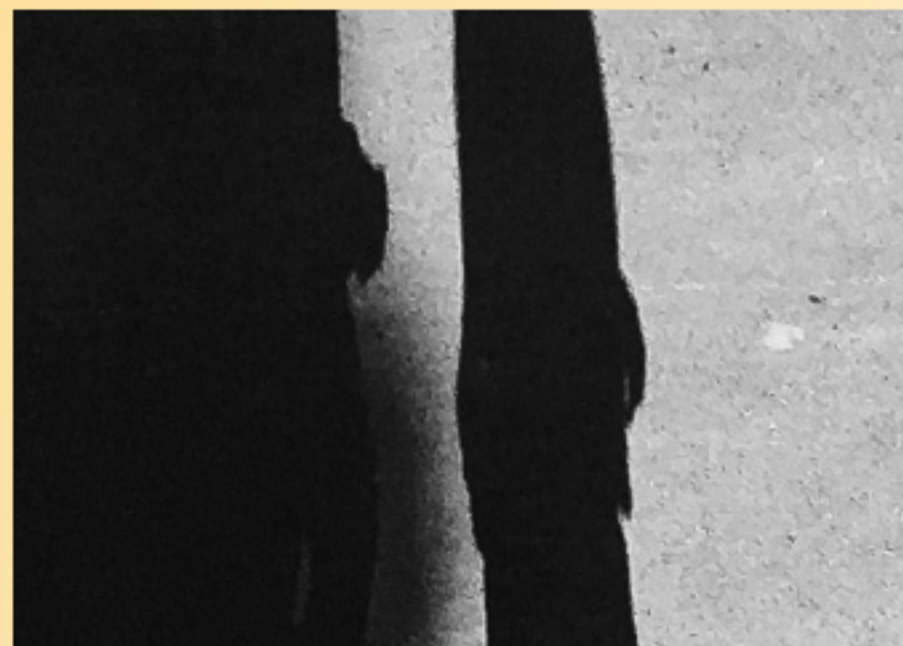


# DESIGN YOUR DIGITAL BRAND UNIVERSE

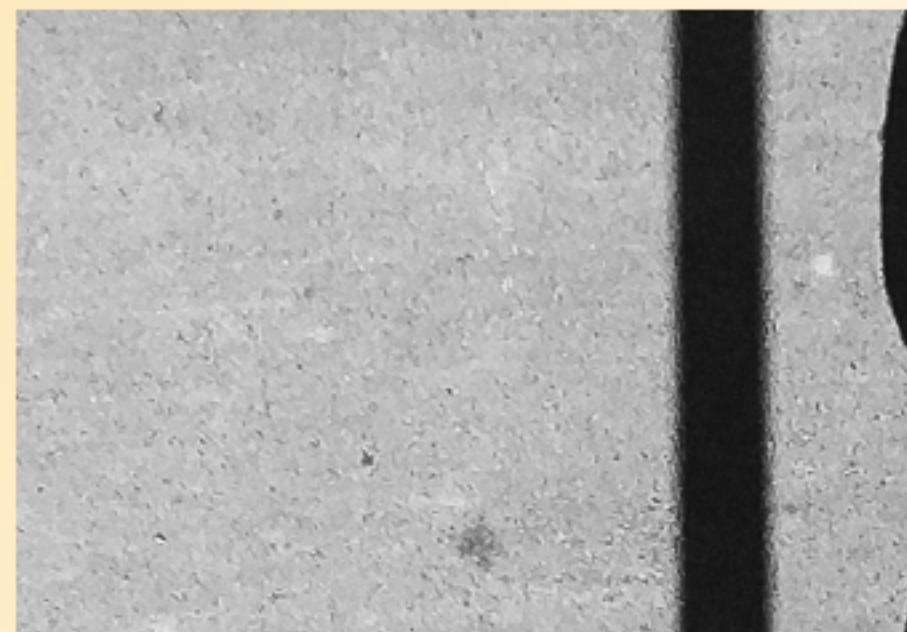
Our digital-driven design approach will help your brand take full advantage of all potential that digital offers nowadays.



# Get your brand ready for the digital era



Most brand identities are still stuck in the old days and do not allow the required flexibility for a multi-channel environment



The digital ecosystem is full of challenges: social media, mobile devices and technology opens up opportunities for new ways of branding, like motion and sound



Based on your graphical identity and your company values, we explore and experiment with possibilities that will make you stand out, and can assist the user experience, both visually and emotionally



We create a solid design system, illustrated through graphical lay-outs of selected key pages, desktop and mobile versions



01 We have developed a unique creative process to build strong digital universes.

02 We use divergent and convergent thinking. Concepts and ideas are explored first broadly and then carefully selected. The outcome of this visual exploration is presented through moodboards and stylescapes

03 The strength of our design lies in the multi-disciplinary: a critical part of our approach is knowing what customers need and how our project will make them feel better

04 In the end, we deliver very practical and detailed guidelines that describe the design system, allowing the required flexibility to evolve and adapt



HOW  
WE DO IT



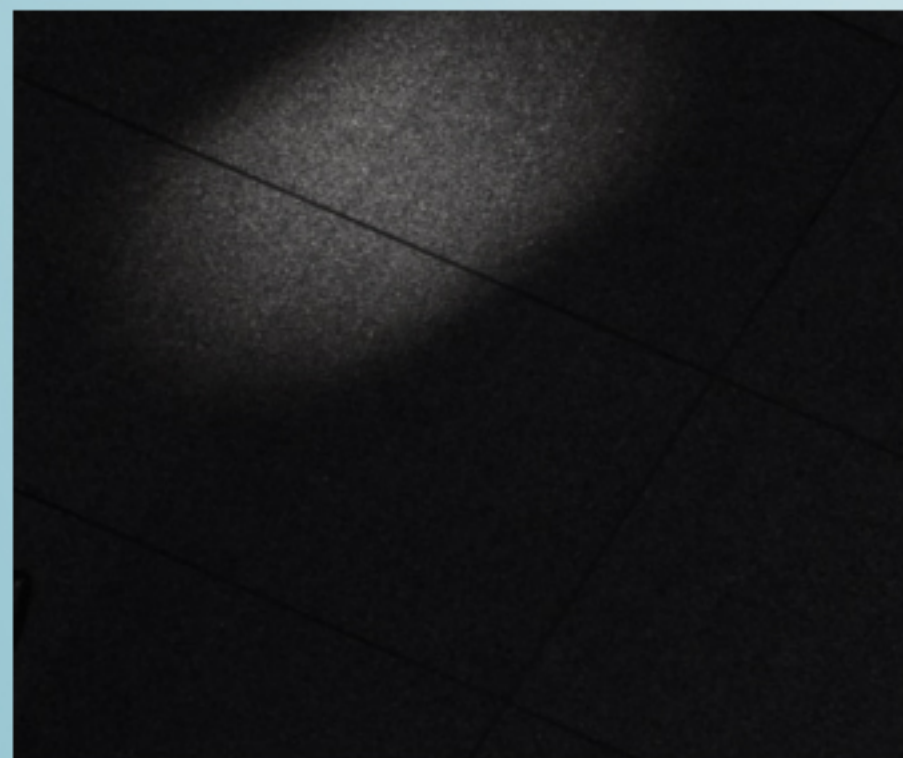


# THE RIGHT TECHNOLOGY, FRONT TO BACK

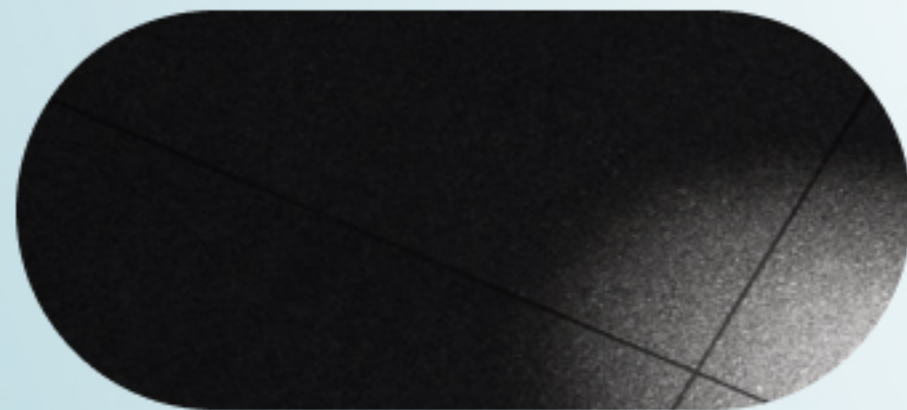
All we care about is how well you will be able to manage your digital property, how smoothly it will fit within your company and culture, and how happy your customers will be with using it. Security, speed, reliability and usability are all by-products of that process.



# Front-end: flawless execution



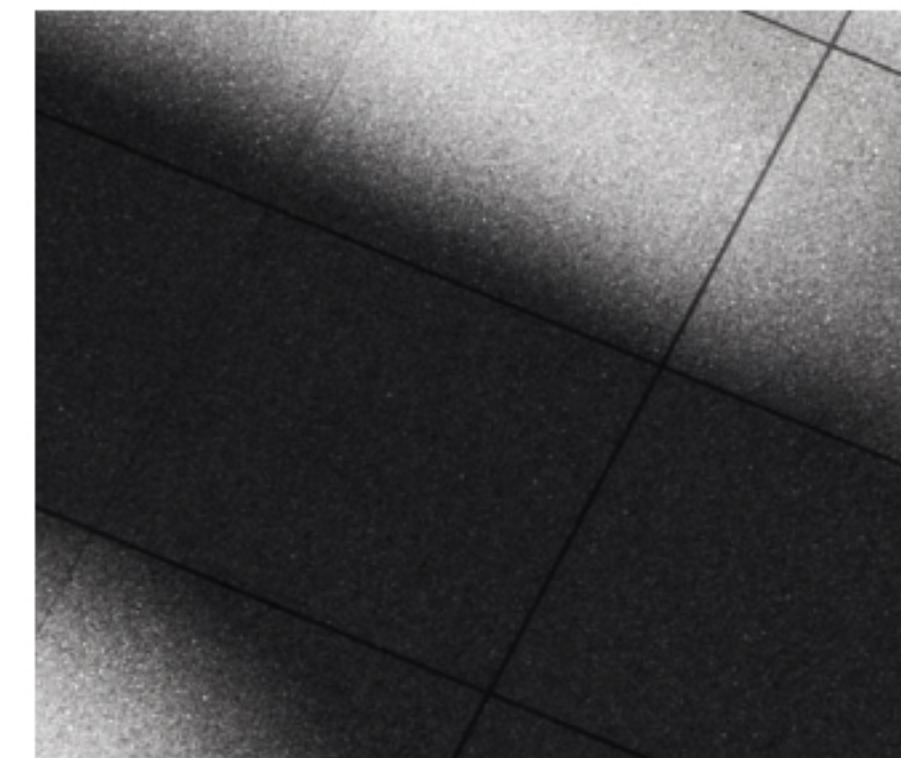
The focus is on the adequate balance of optimisation and eye-candy. Perusing the website should not only feel right, but feel good as well.



Truly responsive, really enjoyable: Our front-end coding adapts gracefully to all common screen resolutions (mobile, tablet, desktop) and types (touch or not).



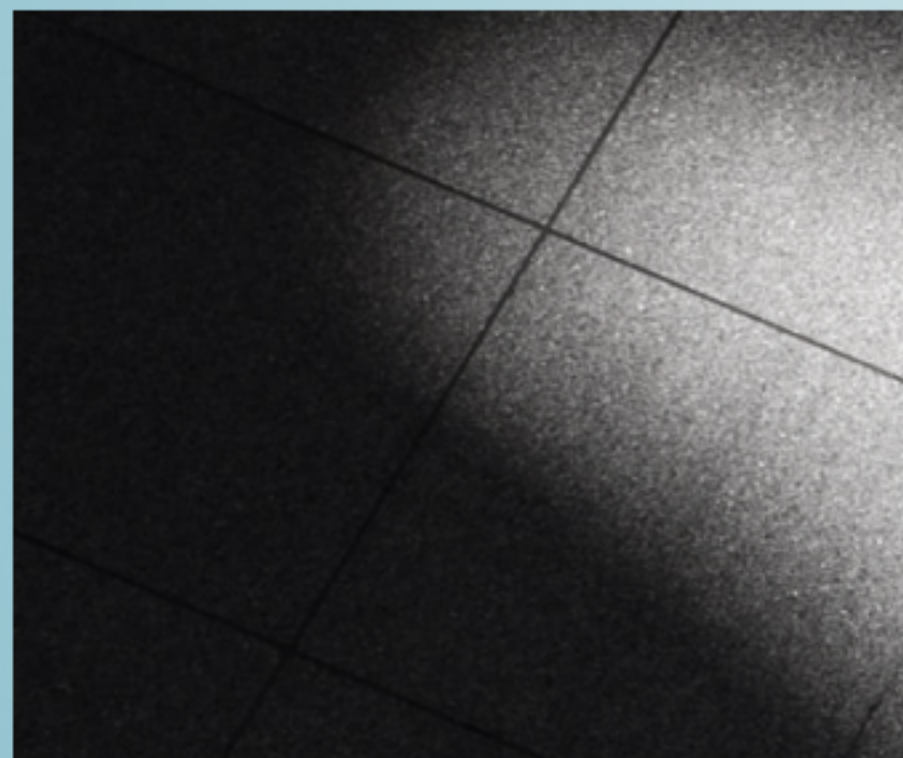
Achieving a top-notch rendering for a specific screen size, ratio or resolution is not enough - the site will also gracefully degrade once confronted with the real world of old and exotic devices running on sometimes unreliable networks.



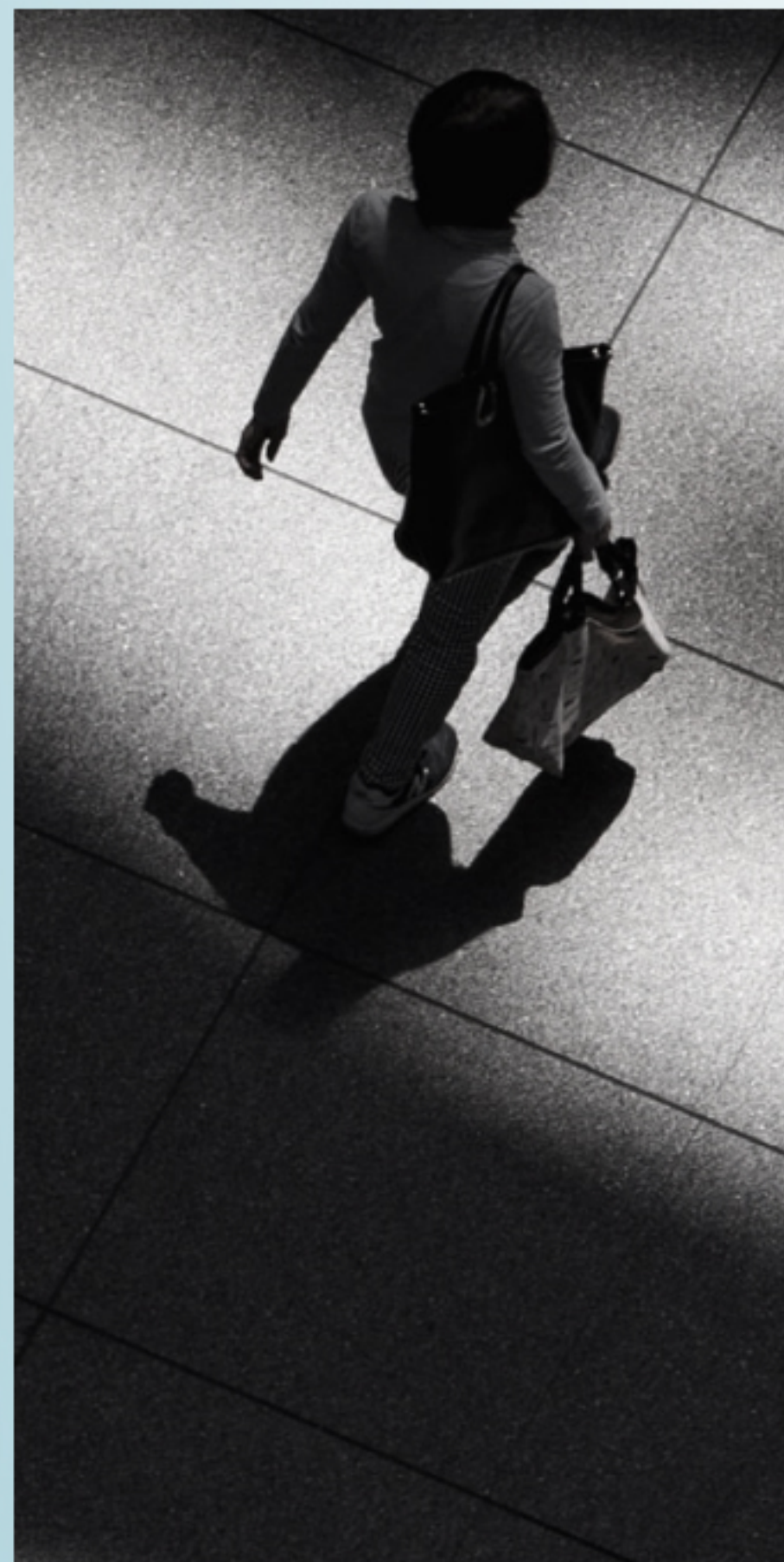
The website shouldn't only be usable for all devices, it should also be useful to all users: accessibility best practices are implemented to welcome all types of visitors.



# Back-end: top-notch, yet easy-to-use



We chose the technology that suits you best, depending on the project requirements, your existing infrastructure and your publishing needs.



One size doesn't fit all: The back-end we implement take many shapes and forms, with a specialized Web CMS such as Drupal or Wordpress fully integrated within our clients' infrastructure, connected to the CRMs and ERPs that power their company.

We are obsessive about Security and Sustainability: The tools we build for you are made to last a long time, and grow with your future needs.



01 Whatever your needs and challenges, we have probably seen this before. We are happy to listen to our clients' infrastructure horror stories, collaborate with their in-house developers or chosen third-party partners, and deliver together pragmatic, future-proof solutions.

02 We're not in the business of selling you licence seats or chaining you to a vendor or a technology, all we care about is how well you will be able to own your product allow it to grow for the years to come.



HOW  
WE DO IT

03 In the real world, stuff breaks all the time, requirements change, new threats arise whether you want it or not. With performance and security in mind, we pick the smartest, most resilient suppliers to deliver hosting solutions that will support both business-as-usual days and all-hell-breaks-loose days.



extra  
SERVICES

/ Digital growth workshops  
/ Digital consultancy



# DIGITAL GROWTH WORKSHOPS

Walking Men Workshops are conceived to elevate the digital culture of your teams, and help them acquire the insights, skills and tools required to build and maintain a powerful digital project.

## BEFORE

How to align all departments, get a buy-in of all stakeholders and develop a common a view of the strategy

/ Alignment Workshop / Strategy Workshop  
/ Ideation Workshop

## AFTER

Learn how to apply the SEO strategy, develop digital content creation skills, measure and understand performance

Workshops on SEO deployment, Content creation, Digital skills for long term success



We have the expertise to deliver the strategy, deployment or support for the following fields: SEO, Content creation, Analytics, Insights and Ideation for continuous improvement, Digital communication (social media, newsletters, podcasts, ..)

# DIGITAL CONSULTANCY

Our experts can support you  
at different levels of a digital project.



Selected  
**REFERENCES**

/ Outthere Music / WWF Belgium  
/ Immobel Group / Sibos



[outhere-music.com](http://outhere-music.com)

How dynamic branding makes  
Outhere Music ready for the  
digital era

[immobel-group.com](http://immobel-group.com)

SEO is the secret weapon in the  
content-first approach of Immobel  
Group's corporate website

[wwf.be](http://wwf.be)

The nudging of the WWF tiger  
making online donation irresistible

[sibos.com](http://sibos.com)

Sibos Digital - how to transform  
the world's premier financial event  
into a successful online format





# outhere

M U S I C

How dynamic branding makes Outhere Music  
ready for the digital era



Outhere Music is one of the world's leading independent producers of classical music.

The company came to Walking Men to help them explore the huge opportunities of digital, and reach a broader potential audience around the world.



To achieve this ambitious goal, they need to seduce a new audience, the “cultural hipster”, for whom the discovery of classical music is part of their interest in culture and music.

To get there we developed a new dynamic brand identity & a new digital platform

outthere  
M U S I C

onthere  
M U S I C

oh  
M U S I C

oh  
MUSIC



HERE MUSIC IS ONE  
 IE WORLD'S  
 ING INDEPENDENT  
 UCERS OF  
 SICAL AND  
 EMPORARY MUSIC.



music produces more than a  
 angling from early to  
 ncluding jazz and world music.

CADENCED

SURPRISING

TIMELESS

PLENITUDE

The design pillars visually  
 translate a specific aspect of the  
 brand. Together, as a whole, they  
 compose the brand personality.



INTENSITY  
 OF A  
 SURPRISING  
 COLOUR  
 PALETTE

The colour palette of Outthere Music  
 conveys its confidence and its audacity to  
 disregard the conventional and commercial  
 approach of classical music. The daring  
 colours inspire boldness, intensity and  
 passion - while still being elegant.

HEX #E8EBEB  
 RGB 232, 232, 232  
 CMYK 11, 7, 9, 0

MINUM

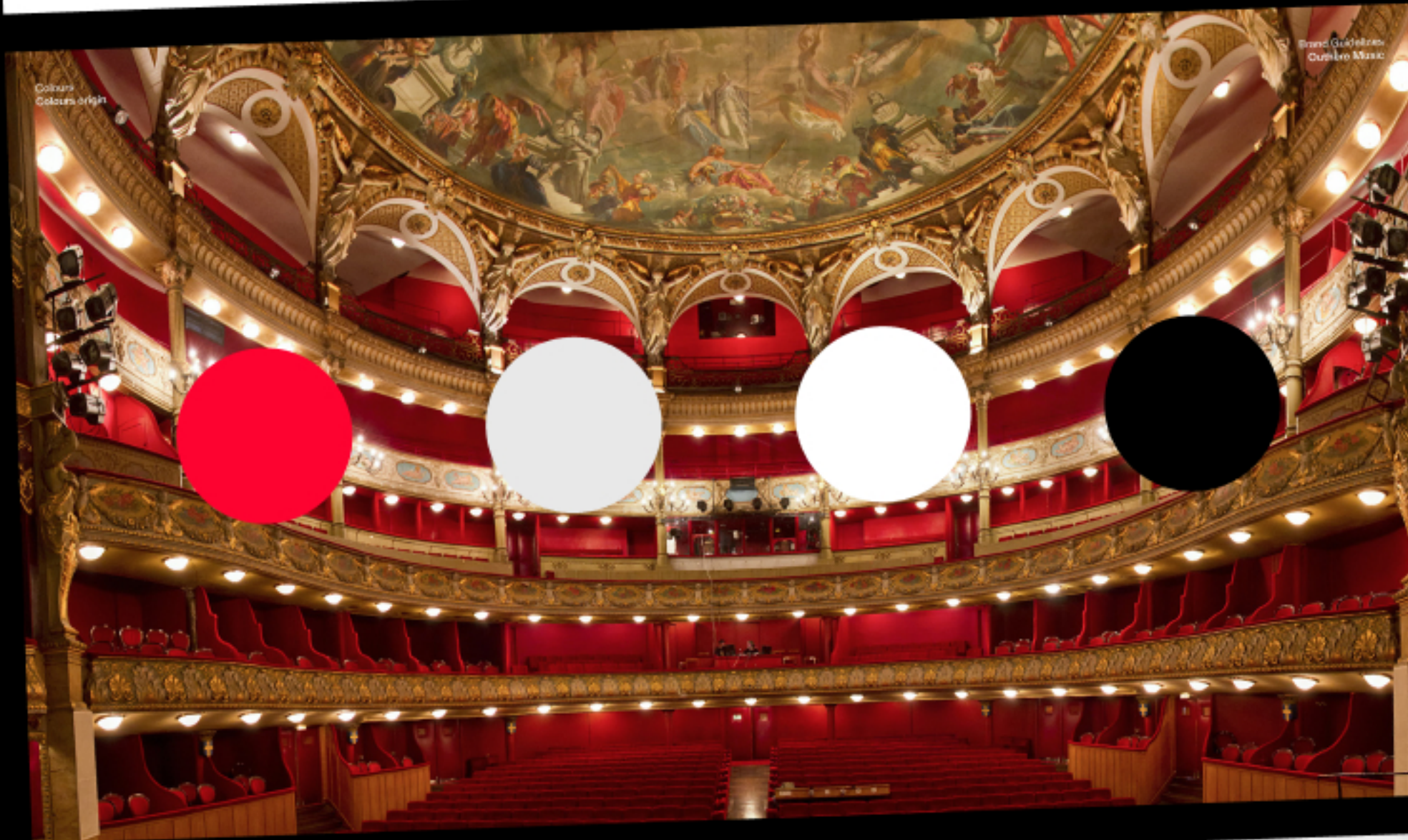
RED

HEX #FD0330  
 RGB 253, 3, 48  
 CMYK 0, 100, 61, 0

Outthere

M U S I C

Brand Guidelines  
 Outthere Music



Colours  
 Colours origin

Brand Guidelines  
 Outthere Music

Music Platforms  
 Cover design

CHILDREN



NEW  
 RELEASE



PHIC PILLARS  
 NG TOGETHER  
 E DESIGN  
 EM

CLASSICAL  
 MODERNITY

Brand Guidelines  
 Outthere Music

Brand Collaterals  
 Mockup

Brand Guidelines  
 Outthere Music

Design System  
 Graphic ellipses

The graphic ellipse is a subtle but very  
 recognisable element, and a wonderful  
 combination with typography. The ellipses provide  
 a dynamic playground to explore on social media  
 and when connecting with the labels.

Behaviour when  
 connecting with the  
 labels.

**VANITAS**  
 BEETHOVEN SCHUBERT BIZET  
 GEORG NIGL  
 OLGA PASHCHENKO





outthere  
MUSIC

LABELS & COLLECTIONS ARTISTS PLAYLISTS SHOP NEWS & MORE ABOUT US

FOLLOW US [f](#) [t](#) [i](#) EN

account cart (2)

SOUND ON

**α** ALPHA CLASSICS

MORE ABOUT ALPHA CLASSICS

TWITTER FACEBOOK INSTAGRAM

LATEST RELEASES

COMING SOON

ALL CATALOGUE →



1 CD ALPHA295

TIRANNO  
KATE LINDSEY, JONATHAN COHEN



1 CD ALPHA352

WEBER  
MARTIN HELMCHEN, ANNA PROHASKA,  
KONZERTHAUS ORCHESTER BERLIN, CHRISTOPH  
ESCHENBACH



1 CD ALPHA295

BRUCH: STRING QUINTETS &  
OCTET  
KATE LINDSEY, QUATOR VAN KUIJK, ALPHONSE  
CEMIN



1 CD ALPHA352

LE BANQUET CÉLESTE  
DAMIEN GUILLON, P.H. ERLEBACH

# PLAYLISTS →



SUBSCRIBE TO OUR NEWSLETTER AND BE THE FIRST TO KNOW ABOUT THE LATEST RELEASES, PROMOTIONS AND NEWS FROM OUTHERE MUSIC

Enter your email here →

I have read and accept the [Privacy Policy](#)

ORDERS AND SUPPORT

[DELIVERY & SHIPPING](#)

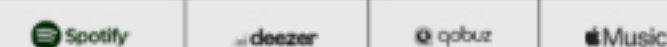
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[CONTACT](#)

LOREM

[DISTRIBUTORS](#)

[GIFT VOUCHERS](#)



BACK TO TOP



Discover more  
about Outthere Music

WATCH THE VIDEO CASE





The nudging of the WWF tiger  
making online donation irresistible



WWF Belgium almost exclusively relies on private donations.

A real challenge popped up quickly: how do we make users want to take action without causing annoyance and disturbing a perfectly pleasant experience online?



For WWF Belgium, our solution laid on a nudging technique combined with an adorably irresistible animation

A baby tiger on the corner of the screen politely inviting you to join the cause. Seriously, who could resist?





**URGENCE AUSTRALIE**

L'Australie a besoin de nous ! **JE VEUX AGIR**

ÉCOLES • EXPERTS • PRESSE

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WWF

CHAMPS D'ACTION RÉGIONS ESPÈCES AGISSEZ AVEC NOUS À la une À propos du WWF-Belgique

WWF-BELGIQUE

# ENSEMBLE, NOUS SOMMES LA SOLUTION

**URGENCE AUSTRALIE**

L'Australie a

**JE DONNE**



WWF

ÉCOLES • EXPERTS • PRESSE

CHAMPS D'ACTION RÉGIONS ESPÈCES AGISSEZ AVEC NOUS À la une À propos du WWF-Belgique

À LA UNE

# TOUTE L'INFO SUR LA NATURE PAR LE WWF

VIE SAUVAGE FORÊTS OCÉAN ALIMENTATION EAU DOUCE CLIMAT

ACTUALITÉ 10-07-2020

## Sans éco-gardes, il n'y aurait plus de tigres sauvages

Les tigres sauvages sont aujourd'hui confrontés à un risque d'extinction, tel est le constat dressé aujourd'hui par le WWF.

### Living Planet Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent mattis nunc turpis, ut hendrerit est lobortis in.

EN SAVOIR PLUS

PARCOURIR PAR TYPE ACTUALITÉS BLOG VIDÉOS **PODCASTS** COMMUNIQUÉS DE PRESSE RAPPORT ANNUEL 2019

ACTUALITÉ 10-07-2020

### Aujourd'hui nous célébrons la journée mondiale du tigre

ACTUALITÉ 10-07-2020

### 3 milliards d'animaux ont péri dans les incendies dévastateurs de 2020

ACTUALITÉ 10-07-2020

**Bonne nouvelle**

### Le Vietnam reconnaît le rôle crucial que joue le commerce d'espèces sauvages dans les pandémies.

TOUTES LES ACTUALITÉS →

JAGUAR

# LE SEIGNEUR DE L'ÉQUATEUR

Le jaguar est le plus grand et le plus fort félin d'Amérique. Agile, puissant, excellent nageur et grimpeur virtuose, cet animal fascinant est essentiel à l'équilibre de son écosystème. Hélas, il subit aujourd'hui de fortes menaces qui le rendent très vulnérable... et affamé.

# 15.000

individus seulement vivent à l'état sauvage, principalement au Mexique et dans la forêt amazonienne.

# 50%

JE L'ADOPTE





IMMOBEL

SINCE 1863

SEO is the secret weapon in the content-first approach  
of Immobel Group's corporate website



Belgium's largest listed real estate developer, Immobel asked us to build their new corporate website.

The main objective was to grow Immobel's reputation for a broad and international audience, and increase visibility for its projects.



Immobel est le plus grand développeur immobilier belge coté en bourse. Le Groupe crée des espaces urbains durables en s'adaptant aux évolutions du marché. Avec la conscience que chaque projet est unique, il bâtit des complexes mixtes et inspirés.

Ainsi s'illustre quotidiennement la capacité d'Immobel : se réinventer sans cesse depuis plus de 150 ans tout en cultivant le respect de l'humain.

[Découvrir notre identité](#) →

Immobilier bruxellois avec 17 projets

**BELAIR RAC-2 >** 1/19

Statut : Développé  
Type : Bureaux

Granary Island, un redéveloppement unique dans le centre historique de Gdansk

MARKUS BALLE, PRÉSIDENT EXÉCUTIF

[Rencontrer notre Leadership](#) →

À propos Expertise Projets Investment management Présence internationale Développement durable

**R CITIES PEOPLE**

IMMOBEL

NOTRE PRÉSENCE EN BELGIQUE

**FAÇONNER LE COEUR DE L'EUROPE POUR SES HABITANTS**

[Découvrez nos projets en Belgique](#) →

DEVELOPPEMENT

PROJET	PAYS	TYPE	SAFETY	+
K-POINT RETAIL	Luxembourg	Bureau + Commerce	9 400 m <sup>2</sup>	+
GRANARY ISLAND	Pologne	Residentiel	75 433 m <sup>2</sup>	+
CENTRE MONNAIE	Belgique	Residentiel + Bureau	200 000 m <sup>2</sup>	+
SINCE / MMS	Belgique	Residentiel + Bureau	200 000 m <sup>2</sup>	+
THEODORE	Singapour	Residentiel	40 000 m <sup>2</sup>	+
K-POINT RETAIL	Luxembourg	Bureau + Commerce	9 400 m <sup>2</sup>	+
GRANARY ISLAND	Pologne	Residentiel	75 433 m <sup>2</sup>	+
CENTRE MONNAIE	Belgique	Residentiel + Bureau	200 000 m <sup>2</sup>	+
SINCE / MMS	Belgique	Residentiel + Bureau	200 000 m <sup>2</sup>	+

[Voir le projet](#)

De par sa localisation particulièrement complexe – sur une île dans le cœur historique de Gdansk – et la mixité de ses fonctions, ce projet est un excellent exemple de la direction dans laquelle les villes devraient s'engager pour évoluer positivement. Avec ce projet, il ne s'agit pas de se cantonner à un seul usage, mais au contraire, de les multiplier en prenant en compte l'aspect social et les besoins des habitants.

Maciej Mika  
— Architecte, Mika Sika Architects

PROJETS

Filtrer par : STATUT PAYS TYPE TAILLE

**VERDE**

1. Développement de bâtiments et d'environnements sains

Nous concevons nos bâtiments de manière à ce que les gens puissent y vivre et y travailler sereinement. Nous nous engageons pour plus de biodiversité et des villes plus écologiques.

Contact

PRENDRE CONTACT AVEC IMMOBEL BELGIQUE

Idéalement situé au cœur de Bruxelles et à proximité de tous les grands axes de la ville.

Rue de la Régence 58, 1000 Bruxelles  
Tel : +32 (0)2 422 55 11  
Mail : [info@immobel.be](mailto:info@immobel.be)

Actif dans 6 pays européens, Immobel s'affirme comme un acteur de référence du développement immobilier en Europe.

[En savoir plus sur notre présence internationale](#)

IMMOBEL

DES PROJETS IMMOBILIERS POUR CONSTRUIRE LES

Nos projets immobiliers en Belgique

PROJET **MÖBIUS**

Par leur ampleur et leur mixité, nos projets ont un impact considérable sur le dynamisme des grandes villes européennes telles que Bruxelles, Paris, Luxembourg, et Francfort.

**TOUS NOS PROJETS**

Filtrer par : STATUT PAYS



Our analysis showed that there was a major opportunity to grow the visibility of the Immobel brand and its projects with audiences that were potentially looking for projects, but did not "see" Immobel.

Immobel's content strategy was built on a combination of search data and a good understanding of the different audiences. The search data allowed us to know which information users look for that is related to Immobel's core business, and how they look for it.





On top of bringing the right content and tone of voice, we made sure the website followed SEO best practices. This was crucial to increase the website's visibility and bring the right traffic to it.



PAGE VIEWS / VISIT  
**120%**  
improvement  
from 2 pages/visit  
to 4.6 pages/visit

BOUNCE RATE  
**-15%**  
improvement  
from 65%  
to 49%

AVG SESSION DURATION  
**70%**  
improvement  
from 1 min 06 sec  
to 1 min 52 sec

source: GOOGLE ANALYTICS





How to transform the world's premier financial event into a successful online format



Every year, Sibos brings together thousands of business leaders, decision makers and topic experts from across the financial ecosystem.

Industry leading speakers and conference sessions, partners, and multiple networking events make Sibos the place to be for the sector. But COVID-19 had a significant impact on its organisation, so Sibos took place as a digital event in 2020 and 2021.



For Sibos 2021, digital continued to be the key channel and visitors needed to feel that it would be better, more exciting, a step further than 2020.

We conceived a strong and versatile design system, allowing Sibos to create a rich visual universe throughout all touch points of the digital event.

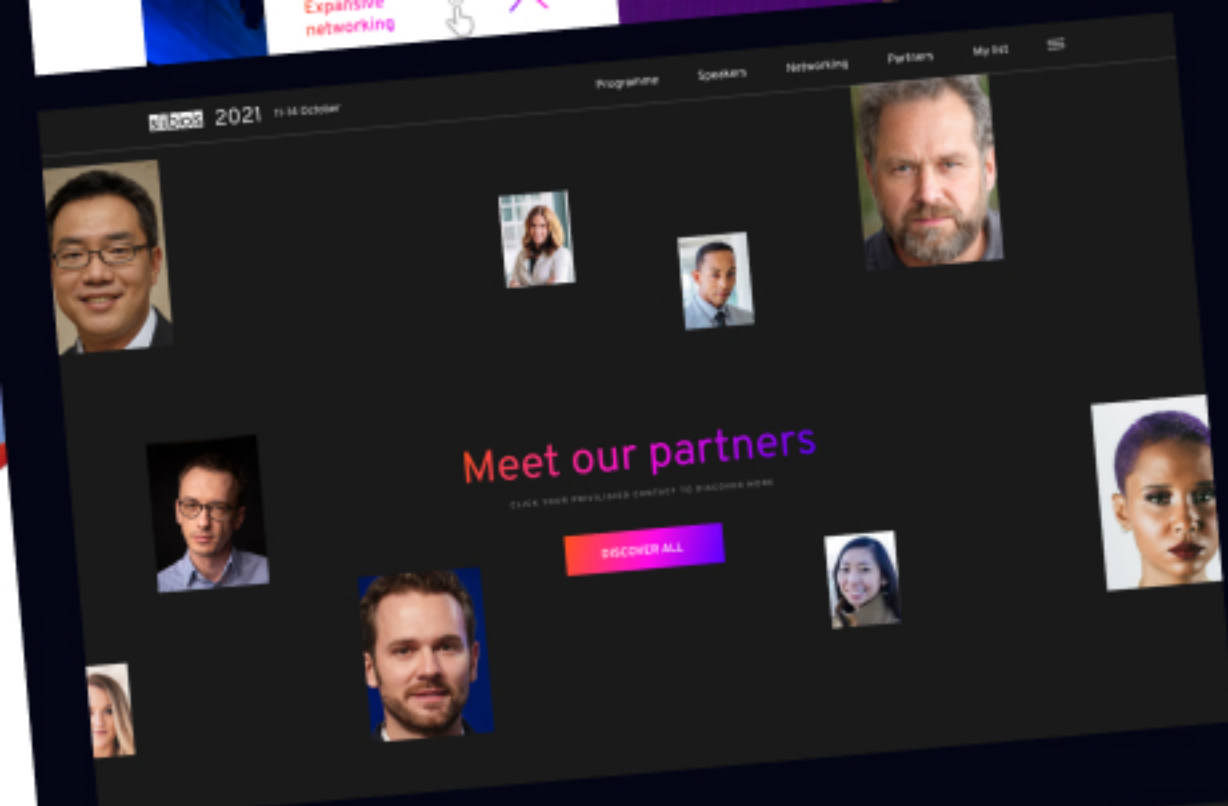




### Meet our partners

Expand your professional contacts to industry leaders

REGISTER NOW

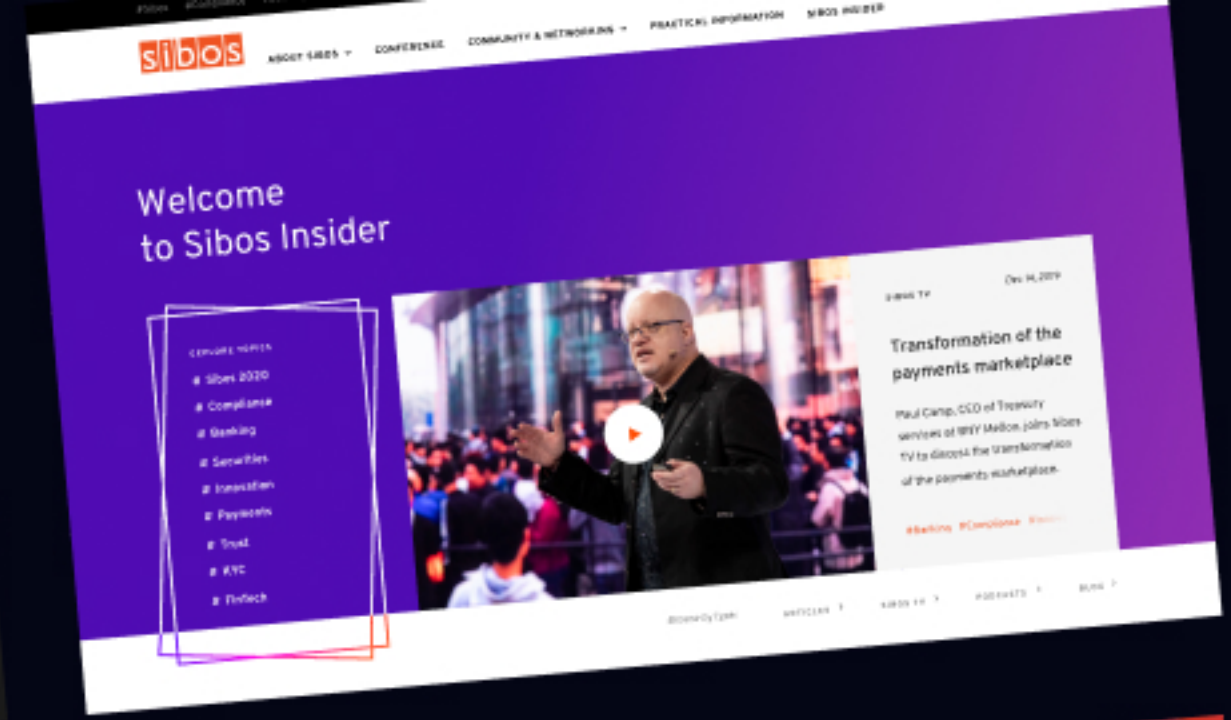


## Welcome to Sibos Insider

Transformation of the payments marketplace

Paul Camp, CEO of Treasury Services at BNY Mellon, joins Sibos TV to discuss the transformation of the payments marketplace.

- Compliance
- Banking
- Securities
- Investment
- Payments
- Trade
- KYC
- Blockchain



## A detailed list of all Sibos 2021 partners

Partners in 2021

ABCDEFGHIJKLMNOPQRSTUVWXYZ# SEARCH BY TYPE



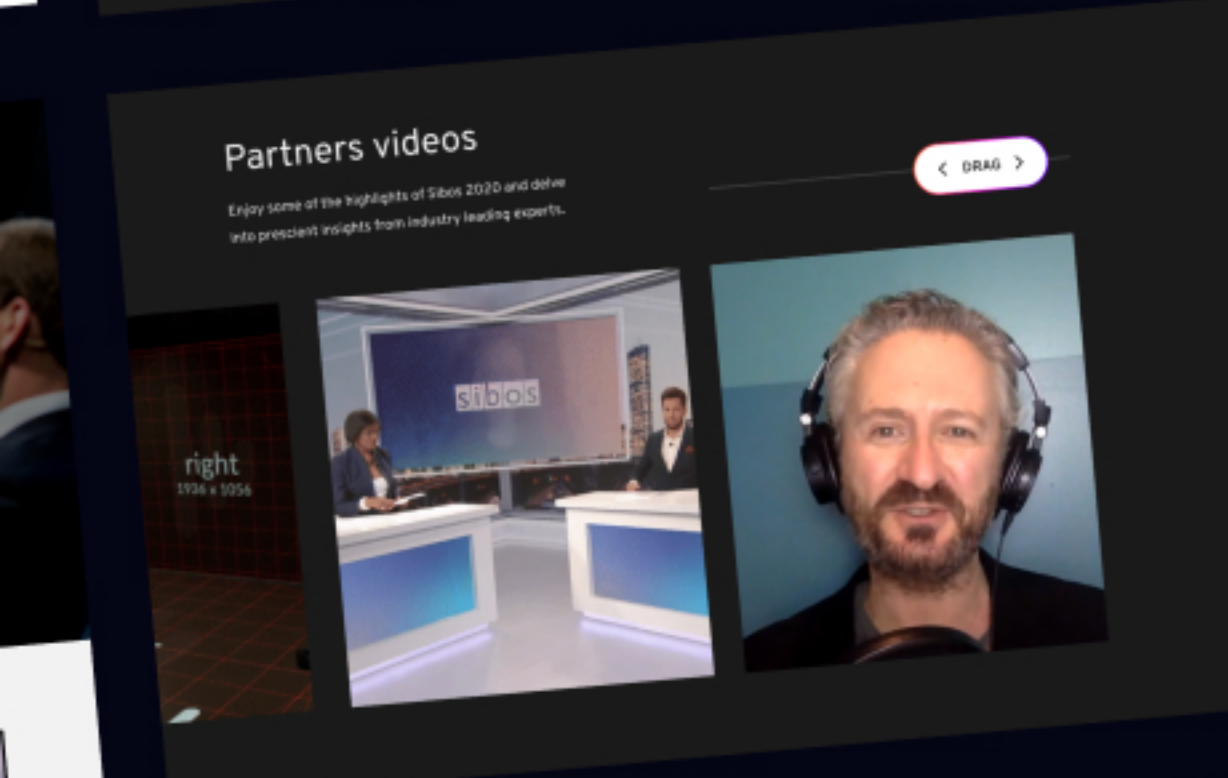
## What to expect at Sibos 2021

Creative conference



## Partners videos

Enjoy some of the highlights of Sibos 2020 and delve into prescient insights from industry leading experts.



## Recharging Global Finance

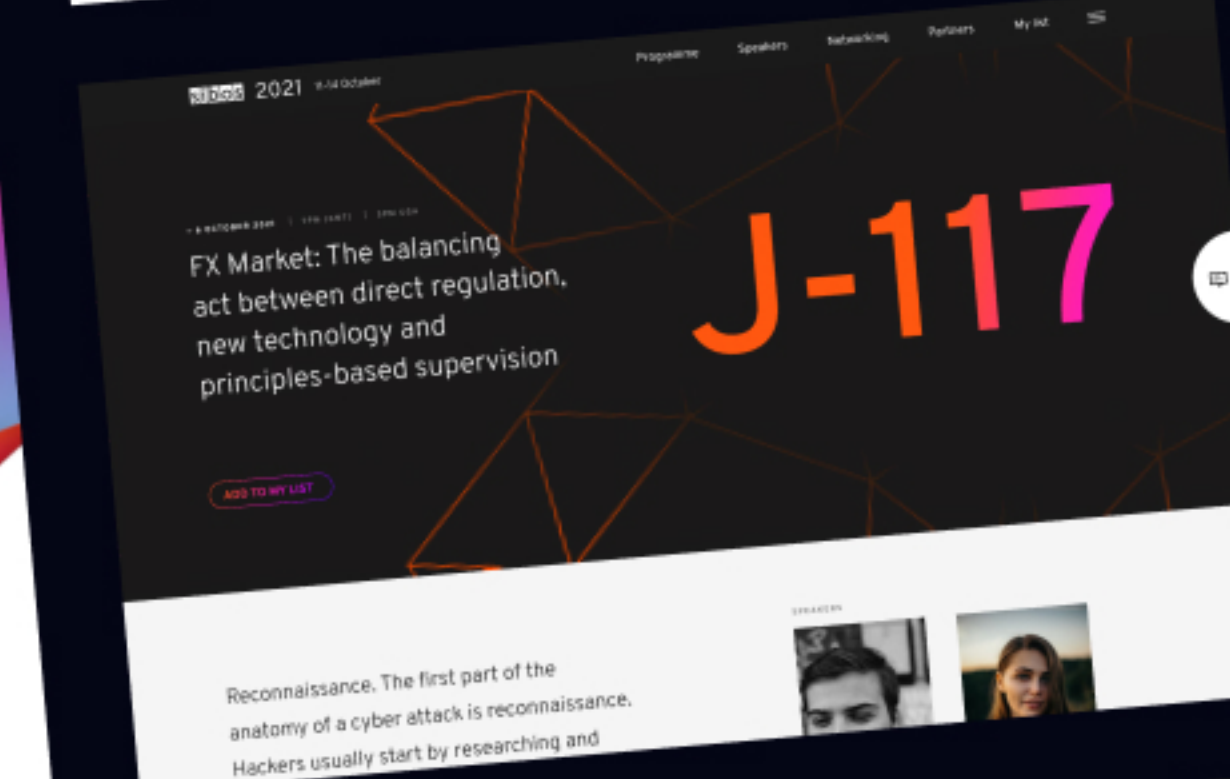
11-14 OCTOBER 2021



## FX Market: The balancing act between direct regulation, new technology and principles-based supervision

# J-117

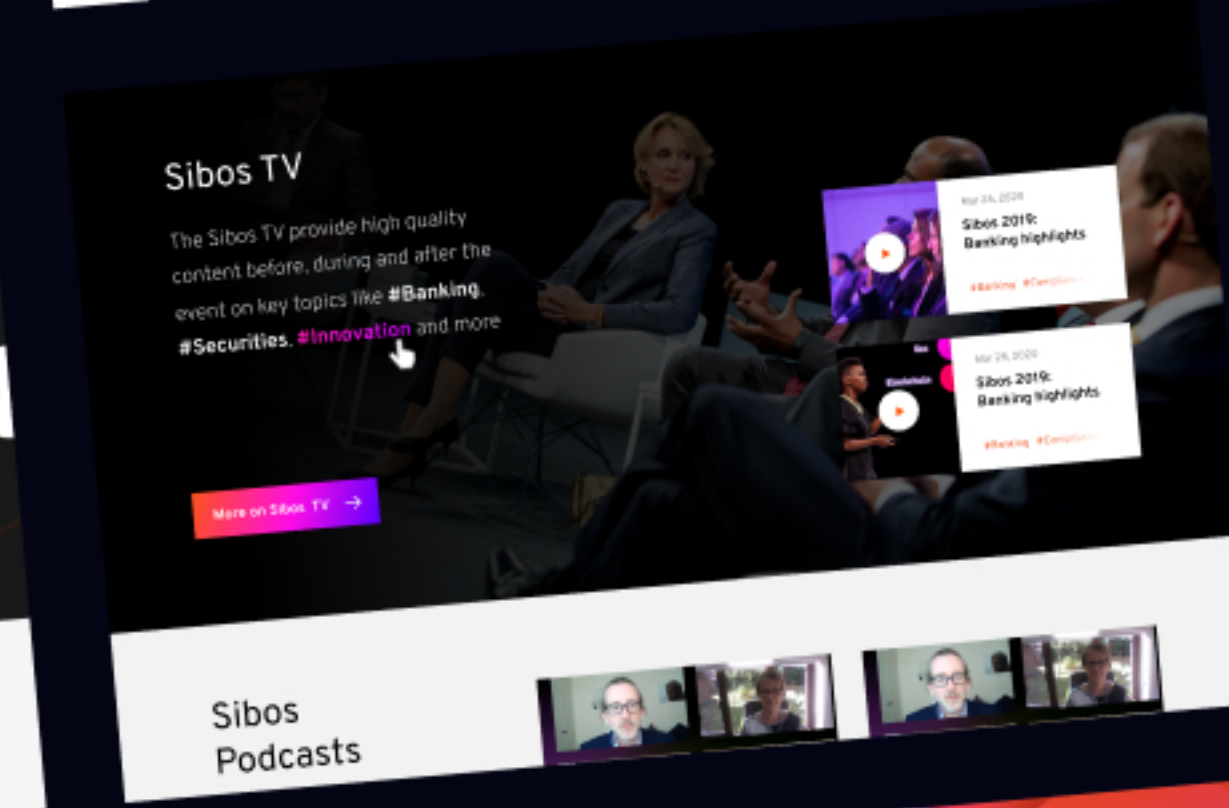
Reconnaissance. The first part of the anatomy of a cyber attack is reconnaissance. Hackers usually start by researching and



## Sibos TV

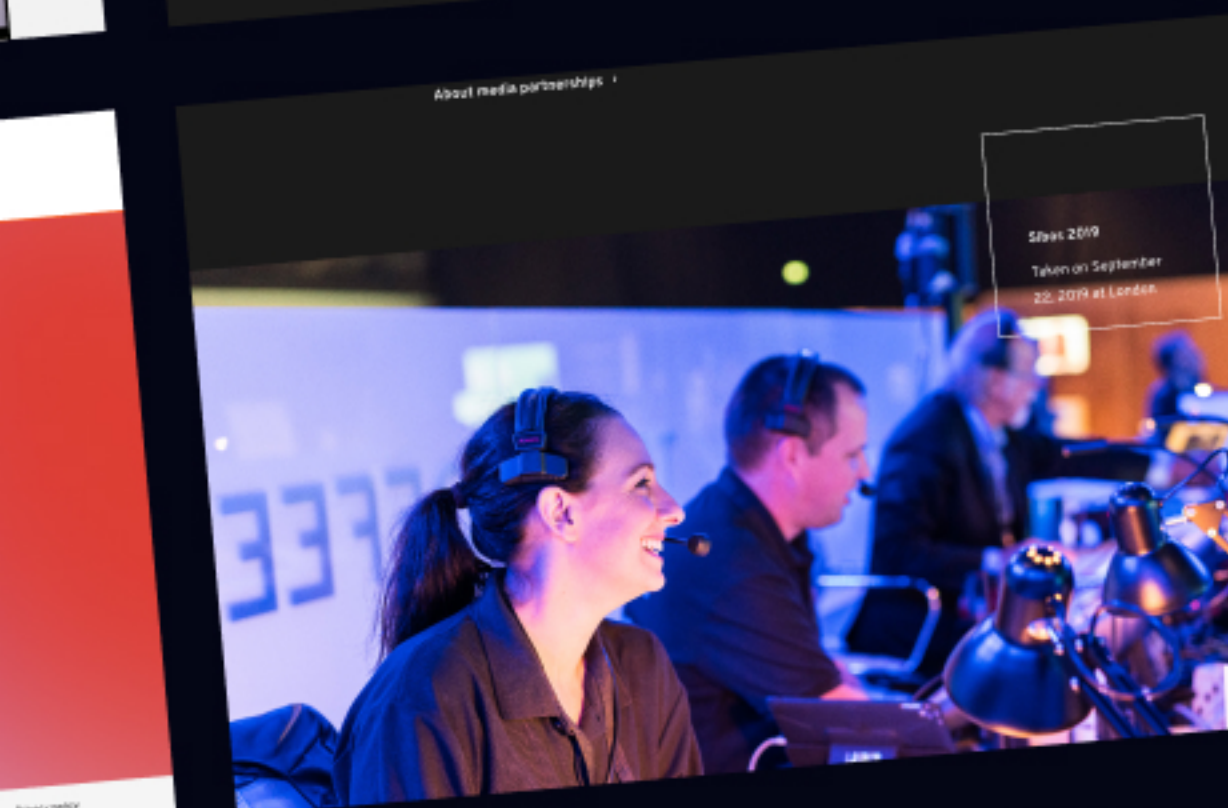
The Sibos TV provide high quality content before, during and after the event on key topics like #Banking, #Securities, #Innovation and more.

More on Sibos TV



## About media partnerships

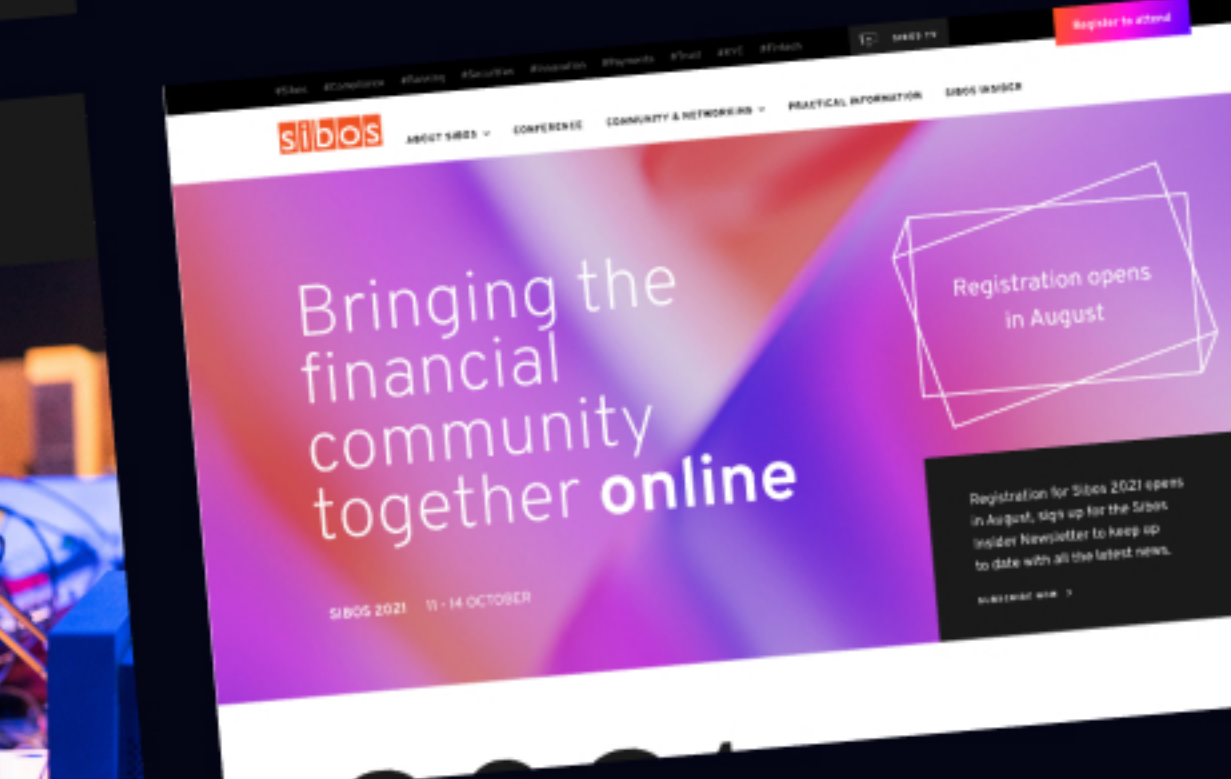
Sibos 2019 Taken on September 22, 2019 at London



## Bringing the financial community together online

Registration opens in August

Registration for Sibos 2021 opens in August, sign up for the Sibos Insider Newsletter to keep up to date with all the latest news.

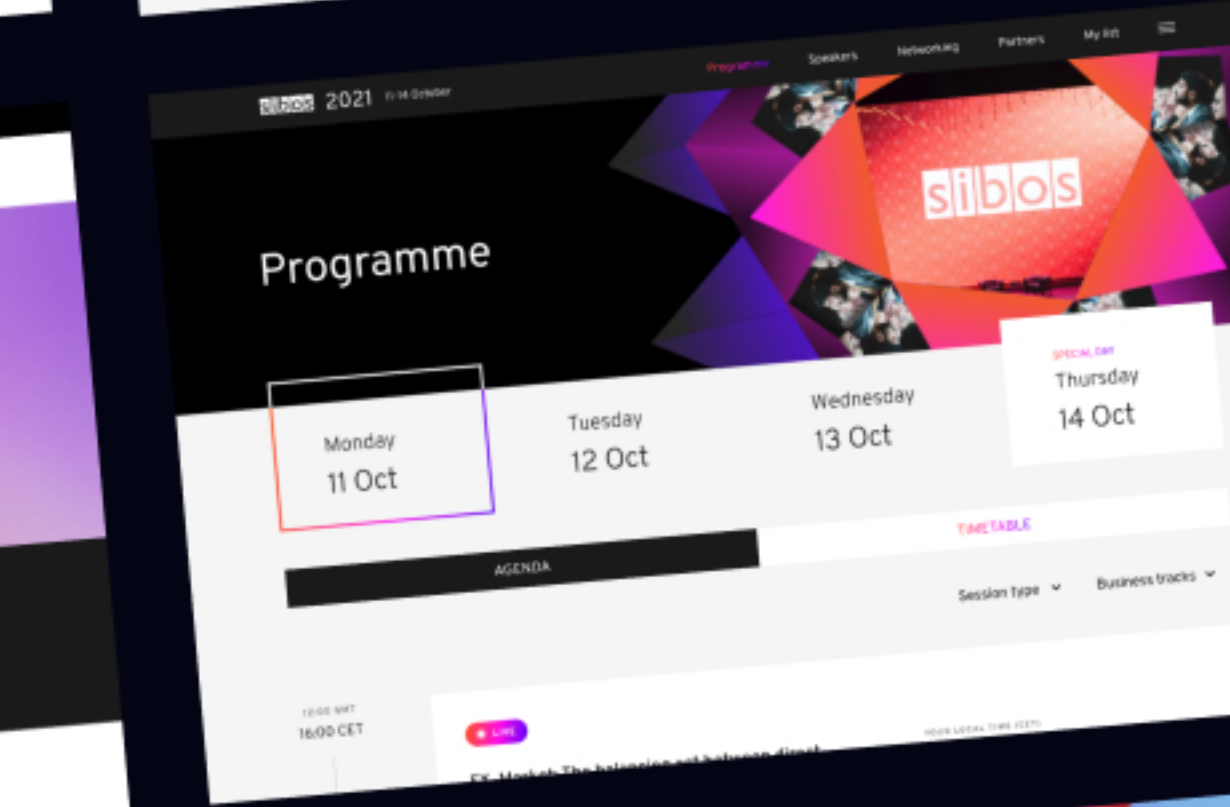


## Programme

Monday 11 Oct	Tuesday 12 Oct	Wednesday 13 Oct	Thursday 14 Oct
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AGENDA

Session type Business tracks



## Recharging Global Finance

11-14 OCTOBER 2021



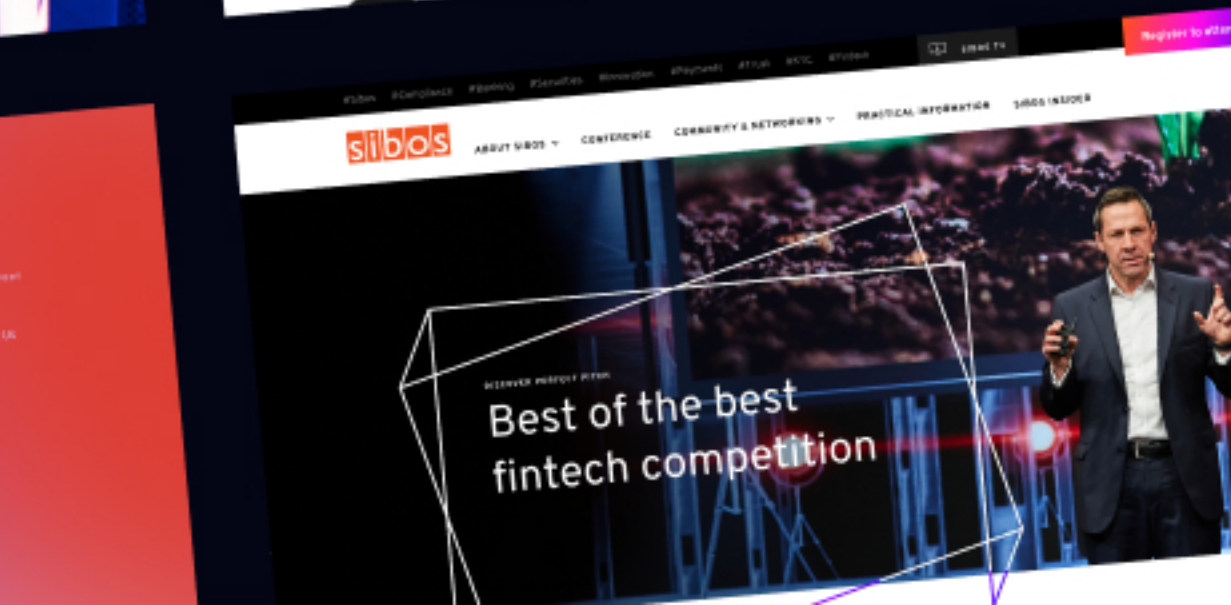
## Subscribe to Sibos Insider for the latest updates on the 2020 sustainability program

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## Best of the best fintech competition



## Recharging Global Finance

11-14 OCTOBER 2021

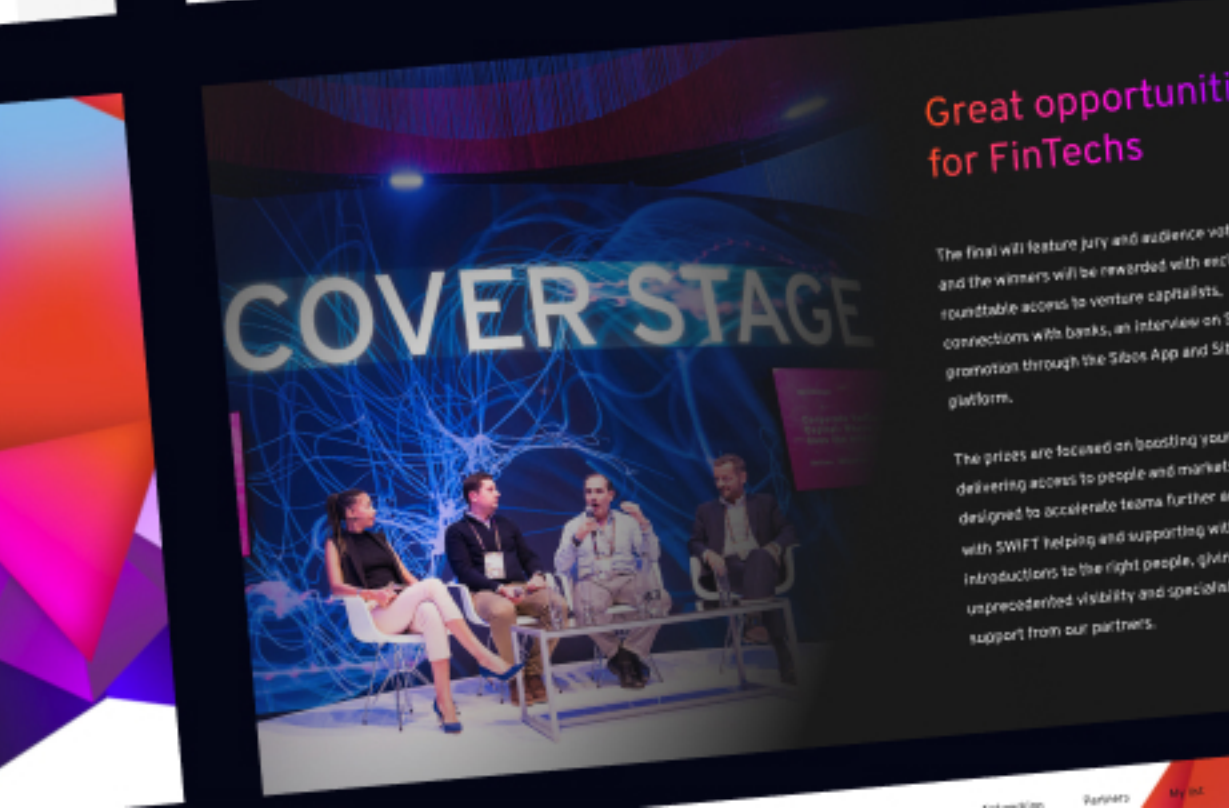


## COVER STAGE

### Great opportunities for FinTechs

The final will feature jury and audience voting, and the winners will be rewarded with exclusive roundtable access to venture capitalists, connections with banks, an interview on SibosTV and promotion through the Sibos App and Sibos Insider platform.

The prizes are focused on boosting your business by delivering access to people and markets. They are designed to accelerate teams further and faster, with SWIFT helping and supporting with access and introductions to the right people, giving unprecedented visibility and special business support from our partners.





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When design fails, you will notice.



Right now, more than 80% of the people use the internet on a daily basis. We are on a mission to design the best possible digital experience for your audiences.

To do so, we keep our minds wide open and seek our inspiration in the life that surrounds us. We overhear conversations, observe people, watch films, listen to music, check out a lot of art. Let's say we are shamelessly curious. And we never stop learning.



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