

Brussels, May 15, 2020

The-Co-Link a #COVID19 solidarity action through digital communication to help the cultural sector and creative craftsmen.

The-Co-Link is a solidarity action through digital communication to help the cultural sector and creative craftsmen. By trying to bring simple and concrete solutions by advising and accompanying the different actors - for free and of course at a distance. During the crisis period #COVID19, during which the said sectors and almost all of their active members will be confined, no doubt for a longer period >beyond the phases of deconfinement in Belgium > 1A of 04 May, 1B of 11 May, 2 of 18 May and even phase 3 from 8 June.

The-co-Link, was launched during the month of April, in confinement during the Covid19 crisis in Brussels.

Why the name: The-Co-Link ?

The-LINK, as creating and maintaining a Link.

Co, such as: COM (Communication)

Co, such as: Community

Co, like: Against in French ;)

Co, such as: Covid (Covid19 crisis)

Co, as in: Confinement (Lockdown)

The concept and for who is that?

We can see that the cultural sector, as well as the creative craftsmen, forced to close their doors since the beginning of the confinement on March 18th, they are « the great forgotten » of our society, during this crisis #COVID19!

They have a hard time to maintain their activities and more vital an acceptable standard of living.

On the one hand, considering the “artistic” and “creative” professions as “cousins” of the creative & advertising industry. And on the other hand, a solidarity impulse of circumstance, giving the desire to act!

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By setting up a synergy, which allows us to help the community, by simply doing what we know how to do.

“We all have a talent to share, let’s make the most of it, at the service of the “creative Belgian” community!

. Digital communication experts and their agencies know how to communicate, how to reach an audience, how to get a message across and how to convert a lead into a customer.

. Artists, know how to express an emotion and get a message across to their audience, to entertain them, but also to give meaning to humanity.

. Creative craftsmen know how to put their know-how into practice in order to design authentic goods and services.

They all wish to find solutions for the present and a future “after the crisis #Covid19”!

#Liberation #Reopening #Back to Life

The-Co-Link, an initiative of Pascal Wouters founder of The AD Agency | L’Agence de PUB, who invites his colleagues and agencies specialized in digital communication to join the action.

Catégories: #Covid19 #CovidCrisis #CitizenInitiative #Advertising #AdvertisingAgency #Digital #Culture #NoCultureNoFuture

Infos & Links

Web Page: <http://the-co-link.theadagency.be>

Facebook: <https://www.facebook.com/LeLienCo>

Instagram: <https://www.instagram.com/leliencotheacolink/>

Twitter: <https://twitter.com/lelienco>

Your press contact

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