



in
lisboa

this time for



Students and teachers
from NHTV,
The Netherlands





Amazing! This one word keeps coming up when we think of Lisbon. For most of us this was a new experience in many ways. Lisbon is a city filled with beautiful architecture, colourful streets and a very warm, welcoming hospitality. It felt right from the moment we arrived.



We traveled there to take part in the Cross Border Brand Communication project, working together with students from 4 other countries! A truly international environment, from which we learned, grew and enjoyed to the utmost.





Our client this year was Oliveira da Serra, Portugal's top olive oil brand. The challenge was to create a marketing campaign to raise online awareness for Oliveira da Serra. The first day of the project, we traveled to the olive groves of Oliveira da Serra, where they gracefully introduced us to their brand. A professional Portuguese chef, Hugo Nascimento, prepared a 3-course meal of Portuguese dishes for us to eat. This is how we got a feel for the product, by actually trying and enjoying it.





Mixed with students from the other countries, it was time to get the project going. During the process of creating a campaign, we were challenged to stay creative whilst having a critical view on our work, learn from each other and receive critical feedback from very experienced teachers, supervisors and, of course, the client.





After days of stress, hard work and most of all, fun, it was finally time to enjoy ourselves! We gained plenty of experience, knowledge, new friends and professional contacts. We would recommend any student with a heart in marketing to sign up for the CBBC intensive program!



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2nd year IMEM students

