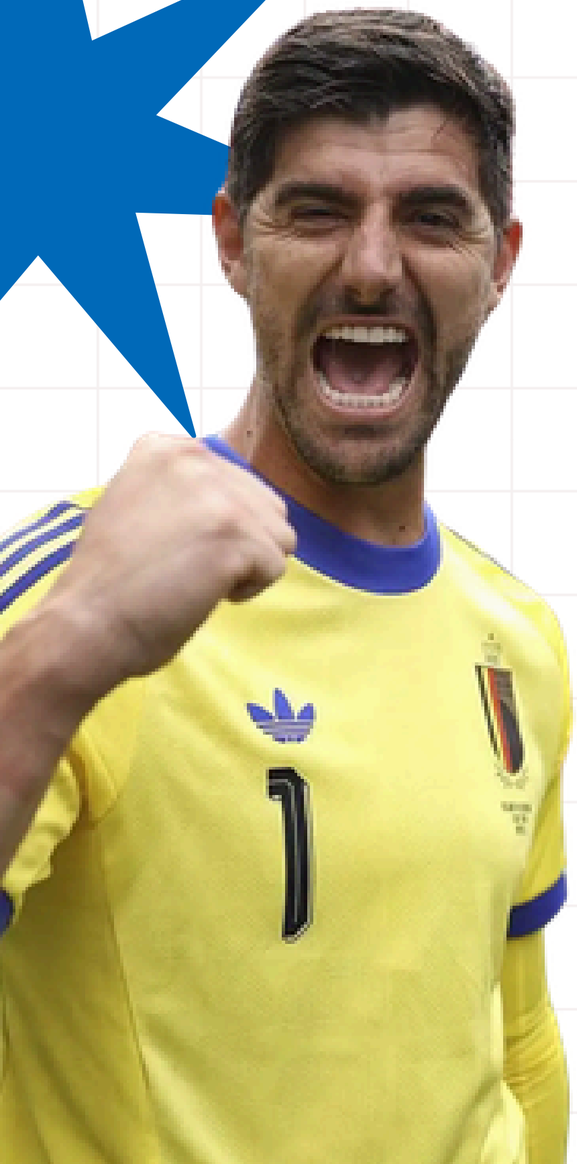
# Hidden Valley THE ORIGINAL Ranch X Thibaut Courtois

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# Who is Thibaut Courtois?



- Belgian Professional footballer
- Chelsea → Real Madrid FC
- 6'7 height - unstoppable
- Known for his presence, reflexes, and shot stopping ability
- May 11, 1992 - 34 years old
- Played a significant role with Belgium

## Why Him?

- Trustworthy
- Leader

# How Ranch Love Conquered the World



## The Origin Story

Steve Hanson created ranch at his Santa Barbara dude ranch when guests couldn't get enough of it. Now owned by Clorox, the brand champions people to be well and thrive every single day.




## The Brand Today

Ranch is a fun, loving, family-friendly brand. It's the go-to dip and dressing at sporting events, watch parties, tailgates, and BBQs across America.




## Going Global

The World Cup brought Europeans to the USA—and they fell in love with ranch. Thibaut Courtois is the perfect campaigner: dependable, protective, and trusted, just like ranch itself.

# Brand Sustainability & Risk Factors

**Risk Assessment Metrics**

| | |
|---|---|
| Professionalism | High |
| Family-friendly image | High |
| Social Media Risk | Low |
| Political Controversy | Low |
| Consistency | High |
| Legal Issues | Not publicly known |
| Reputation with sponsors | Good standing |




**Low-Risk Brand Ambassador**

- Reputation built on discipline, consistency, and professionalism
- Trusted by fans and respected across the football world
- Minimal off-field controversy compared to many global athletes

**Natural Brand Alignment**

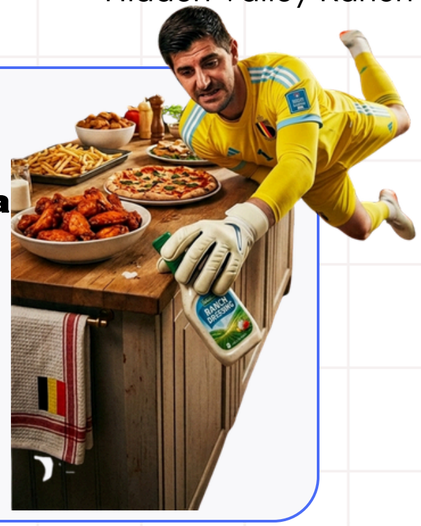
- Hidden Valley Ranch celebrates family, connection, and shared experiences
- Courtois embodies reliability, preparation, and performing under pressure
- Both brands emphasize trust and bringing people together

# Campaign Concepts

Hidden Valley Ranch x Thibaut Courtois

## "Save of the Match"

**Thibaut saves the food from going ranch-less. Every great meal deserves a last-second save.**




## "What's in My Bag"

**He never comes to the pitch without his ranch. Pregame meal: veggies and ranch. Always prepared.**




## "Last Line of Defense"

**Ranch is the last line of defense on the plate that brings the whole meal together — just like Courtois is Belgium's last line of defense and the eyes of the pitch.**




## "Ranch as an Accessory"

**Pregame fits with his ranch bottle — because he's always dressin' up. Ranch is the finishing touch.**






# Thank You



# Belgium's Business Culture

- **Professional and Formal: initial business meetings are formal. Everyone in the meeting is addressed by their title and their last names until they invite others to use their first name**
- **Punctuality: Arriving on time is expected and it demonstrates respect and professionalism**
- **Communication: Belgians tend to communicate politely and directly but avoid being overly emotional or aggressive**

**Buisness Etiqute:**

- **Firm handshake when greeting**
- **Dress conservatively in professional business attire**










# Who is Ranch's Competition?

- **Devos & Lemmens (D&L)**
- **Pauwels**
- **Brussels Ketjep**











# Remco Evenepoel

- Super star Belgian cyclist
- Born January 25, 2000
- Won Gold in the 2024 Paris Olympics for Men’s Individual time trial  & Men’s road race - First person to ever win both
- Sponsored by RED BULL
- 1.2 Million followers on Instagram with a big social media presence
- TikTok presence with motivation, humor and light-hearted fun
- Family oriented

# The Pitch

- **Represents Excellence**
  - **World champion**
  - **Olympic Gold Medalist**
  - **Grand Tour Wins**
- **Strong Personal Brand**
  - **Embodies Greatness**
  - **Fun**
  - **Loyalty**
  - **Resilience**
  - **Discipline**
- **Sponsored by Redbull**
  - **Globally known**
  - **Performs at the highest level**

