



identity driven brand building®

## PRESS RELEASE

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### VAB and Brandhome warn about unexpected breakdowns

**The Antwerp communication agency Brandhome has come up with a new radio campaign for the VAB, the Flemish Automobile Association. The VAB's familiar 'family ads' have been given a makeover and new direction. The association has chosen a fresh, bold approach that will also encourage young drivers to choose the VAB as their number one breakdown assistance provider.**

VAB Marketing Manager Jan Creten: 'in developing this radio campaign, we wanted to focus first and foremost on the kind of problems that arise unexpectedly on the road. These things happen to everyone sooner or later. Whatever situation you happen to be in, breakdowns and accidents always occur when you least expect them. As a VAB member, you have total peace of mind, whatever happens on the road.'

Brandhome and the VAB chose familiar children's songs as the framework for the campaign to make the link with all the members of the family. These songs are often sung during journeys and everyone knows them.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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