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## PRESS RELEASE

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### **DELTA launches digital TV with 'Lin from DELTA'**

*Brandhome developed concept and print; online, radio and TV campaign*

**Brandhome has developed a digital TV concept and campaign for the Dutch group DELTA. 'DELTA Digital TV' is an extension of the DELTA product offering and matches DELTA's positioning as 'the multi-utility company' – a one-stop-shop for all sorts of convenience and utility services. Brandhome came up with a concept in which the group's own employees take part in the campaign. 'Lin from DELTA', for instance, works as manager at the DELTA service centre.**

The campaign launched on 19 October on radio, online and in the print media. The TV commercial will air from 10 November.

Brandhome's Joris Heirbaut: 'DELTA expects to offer its customers a lot of added value with digital TV and so is justifiably ambitious about this product. DELTA and its people are firmly embedded in Zeeland society. The chosen concept will be fully developed creatively using those employees. Because there's no better way for a service company to get its message over in an immediate way than through its own staff. The people in the photos, the TV commercial and on the radio are all "Deltans" – DELTA employees. The challenge for us was to create a substantively good product with inexperienced but fresh and authentic people. And that's just what we've achieved.'

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*Note for editors, not for publication:*

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