



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome builds new label for BASE: BASE PLATINUM**

**Brandhome advertising has built a label for telecom operator BASE. BASE PLATINUM is a new package with a unique and forward-looking offering: unlimited calls to any network for a fixed monthly fee. Brandhome is responsible for the complete brand programme: communication concept, visual identity and campaign. PLATINUM is being launched via billboards, media, radio and ambient.**

Bart Vandesompele of BASE: 'Base is known in the mobile phone market for an offering that's suitable for everyone – for giving everybody freedom of speech. PLATINUM is a great addition to our existing offering. It's an exclusive package for a select target group. This is the first time a telecom operator has come out with a limited edition. Only the first 5,000 lucky applicants can take advantage of this exceptional offer. The way Brandhome has approached and executed the idea means PLATINUM will be able to shine out exclusively in the marketplace.'

Brandhome's Erik Saelens: 'we've been involved with building the new PLATINUM label from the outset. The new label's unique proposition – unlimited calls to any network – offers true "freedom of speech". PLATINUM's exclusive character has been translated into the visual identity and the campaign. In doing that, Brandhome was able to take full advantage of its specialisation: integrated brand-building.'

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*Note for editors, not for publication:*

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