



identity driven brand building®

## **PRESS RELEASE**

**17 August 2007**  
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### **Brandhome advertising builds new BASE campaign**

*THREE HOURS OF CALLS FOR LESS THAN THE PRICE OF... a croissant, a cup of coffee?*

Brandhome advertising has created a new campaign for telecom operator BASE. In a saturated market, the campaign aims to confirm existing BASE customers in their choice of provider and to invite non-customers to reflect on how cheap it is to call with BASE. The company's own research shows that a large proportion of non-BASE customers still think mobile calls are expensive. The new campaign has been running since 14 August online, on billboards and ambient media, and on radio.

#### **Campaign content**

The campaign compares the price of three hours' worth of BASE calls with everyday goods like a croissant, a cup of coffee or a sandwich. The challenge for Brandhome was to come up with a distinctive campaign in a saturated market. Erik Saelens of Brandhome advertising is confident the campaign will yield the results BASE is looking for: 'Phoning has become a commodity, with price the decisive factor when choosing an operator. The campaign expresses that principle in a straightforward way for consumers.'

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*Note for editors, not for publication:*

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