



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome creates unique internal communication concept for DELTA**

**Brandhome advertising has developed a unique concept on behalf of the Dutch multi-utility company DELTA. DELTA wanted to introduce its new identity and core values to its staff in an innovative and surprising way. Brandhome responded by developing a unique lifestyle magazine, with lots of attention for employees, leisure, relaxation and that 'Zeeland feeling'. The magazine is an A5 glossy.**

Ger-Jan van den Elsen, Corporate Communications Manager at DELTA: 'the magazine describes what DELTA stands for and where we want to go in a way that's accessible to every employee. One of its aims is to strengthen the sense of unity among DELTA staff. That's very important for us, as it highlights our culture of cooperation even more strongly.'

Joris Heirbaut, Account Director at Brandhome advertising: 'we wanted to make a unique magazine, with a strong lifestyle theme. Together with the DELTA people we developed and executed this concept with a huge amount of enthusiasm. The positive reactions we received from DELTA's employees show how much the formula has caught on.'

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*Note for editors, not for publication:*

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