



identity driven brand building®

PRESS RELEASE

11 June 2007

PB 007229

Brandhome designs belgium.be

Brandhome design is to develop the graphic look of belgium.be – the Belgian Federal Government’s web portal. The website, which attracts thousands of visitors a day from Belgium and abroad, is to be completely revamped. Brandhome will collaborate closely for this assignment with INTERNET ARCHITECTS and Netway, which will be responsible for the strategy, information architecture and concept. Brandhome design will take care of the graphic element.

Erik Verdeyen, senior consultant at INTERNET ARCHITECTS: ‘You obviously need a smoothly functioning graphical interface, so we asked two agencies to come up with a design, which was then tested by Netway, our ergonomic partner. Brandhome design’s concept came out of the selection process as winner. That was partly due to the unique design concept, but also to the fact that they were completely behind our vision that a good site first and foremost has to be user-centric.’

Dirk Bielen, design director at Brandhome design: ‘the invitation to take part was a fantastic opportunity for Brandhome design. We set to work with a huge amount of enthusiasm to develop a concept that would dovetail with the strategy of INTERNET ARCHITECTS and Netway. That’s what we achieved, because right from the first workshop, we were on the same wavelength as the people from the Prime Minister’s office and our colleagues at INTERNET ARCHITECTS and Netway.’

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.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.