



identity driven brand building®

PRESS RELEASE

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Brandhome advertising working for BASE

Brandhome advertising is to advise BASE on building a new summer and autumn campaign. It's one of the fruits of the earlier successful collaboration between Brandhome consulting and BASE for specific projects. Brandhome advertising will now translate the strategic outlines of that collaboration into a campaign.

Bart Vandesompele of BASE: 'As a challenger brand, BASE always wants to present itself as innovative and provocative. Brandhome has already proved its ability to do that based on strategic principles. Brandhome advertising has the qualities we were looking for.'

Kristoff De Prins, creative director of Brandhome advertising: 'BASE gave us the brief to develop a campaign based on an innovative concept. That's the kind of challenge Brandhome advertising is happy to accept! We intend to build on the line laid down by Brandhome consulting in previous assignments for BASE.'

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Note for editors, not for publication:

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