



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome builds new ZONIQ brand for BASE**

**The communication agency Brandhome has built the new ZONIQ brand for telecom operator BASE. ZONIQ offers extremely competitive rates for mobile phone calls to and from abroad. Brandhome was responsible for the complete brand programme: the communication concept, visual identity, 'Hello stranger' teaser and the follow-up campaign. ZONIQ has been launched via billboards, a niche radio campaign and advertisements in international media. The successful introduction will be followed shortly by a major campaign with the theme 'international freedom of speech'.**

Bart Vandesompele of BASE: 'BASE is known for its commitment to affordable mobile calls for everyone. With ZONIQ, BASE is offering the most economical rate for international calls and roaming in the market – totally in line with our strategy of creating additional benefits for our customers. Brandhome has translated that strategy into a distinctive communication concept so that BASE can once again show our innovative side. It's becoming a tradition.'

Erik Saelens, CEO of Brandhome group: 'Brandhome specialises in integrated brand building, for which we have all the necessary disciplines in-house. It was fantastic to be able to work with BASE again. It's precisely four years since we came up with the "freedom of speech" pay-off for BASE, which gave the brand a new lease of life. It proved to be a successful concept that has helped make BASE the fastest-growing mobile operator. So our expectations for ZONIQ are very high too.'

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*Note for editors, not for publication:*

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