



identity driven brand building®

PRESS RELEASE

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Planckendael chooses Brandhome advertising

Planckendael Zoo has chosen to work with Brandhome advertising. The announcement follows the successful collaboration between Planckendael and Brandhome advertising's sister company, Brandhome design, on developing a new house style.

Anja Stas is commercial director of the KMDA, Planckendael's parent company: 'within our brand portfolio, we want to give the Planckendael brand its own place in the market. The brand communication concept that Brandhome has developed melds seamlessly with that ambition both creatively and strategically. That's why we chose Brandhome advertising.'

Joris Heirbaut, account director at Brandhome advertising, is delighted with the new account: 'Planckendael is a special zoo. There's a lot more to it than just a park full of animals. It's an experience in itself: an experience that appeals to every visitor. And we've now translated that experience into a highly distinctive brand communication concept, which we'll roll out from this season onwards.'

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Note for editors, not for publication:

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