



identity driven brand building®

PRESS RELEASE

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Antwerp Zoo chooses Brandhome advertising

Antwerp Zoo has decided to work with Brandhome advertising. The announcement follows the successful collaboration between Antwerp Zoo and Brandhome advertising's sister company, Brandhome design, on developing a new logo.

Anja Stas is commercial director of the KMDA, Antwerp Zoo's parent company: 'Brandhome advertising's proactive, creative approach and wide-ranging strategic marketing know-how were crucial to our choice. We now have the creative concepts we need to tell our scientific and mission-driven stories.'

Joris Heirbaut, account director at Brandhome advertising, is delighted with the new account: 'Few Belgian brands capture the imagination the way Antwerp Zoo does. It's a real pleasure for us to work for this client, all the more so since there's a very clear strategic framework. We demonstrated in developing the logo that we can respond very effectively to Antwerp Zoo's wishes. In the next phase, we'll translate it into distinctive advertising concepts.'

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Note for editors, not for publication:

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