



identity driven brand building®

PRESS RELEASE

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Brandhome museum opens its doors

Brandhome museum opens its virtual doors this month. The museum is an online knowledge platform hosting more than 250 papers and 600 articles and columns on branding and brand-building. Erik Saelens, creative director at Brandhome has been assembling this information since 1996 and it is now available for everyone at www.brandhomemuseum.com.

The site grew steadily under Saelens' management between 1997 and 2005. 'I'm passionate about branding and about brands,' he explains. 'Over the years, I've shared this knowledge via all sorts of channels on the platform. In 2005, Brandhome's rapid growth meant I had to focus on other things. But I still think it's important to share the knowledge on the site, so we put it back online as the "Brandhome museum".'

The knowledge platform was launched in 1996 under the name www.brandhome.com, with the aim of bringing together all information about brand-building. Brandhome.com was accessible free-of-charge and subscribers received a weekly Brand Newsletter with the latest news, tips and hints about brand-building and brand strategy. The Brandhome newsletter was a huge success, attracting over 16,000 subscribers at its height.

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Note for editors, not for publication:

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