



identity driven brand building®

PRESS RELEASE

4 February 2008

PB 008224

New Planckendael website built by Brandhome

Kids aged 9–12 are the focus of Planckendael Zoo's new website. Brandhome conceived and executed the new concept. The youngsters can describe and show what their visit to the zoo was like, look up their favourite animals and download desktop wallpaper and e-cards, making the website an extension of their zoo visit. The new site, www.planckendael.be, went online this week.

Anja Stas, Commercial Director of KMDA: 'Planckendael Zoo is a real adventure park for kids in the 9–12 age group. That feeling of adventure and experience has been translated to the website in a good and original way.'

Leen Gochet, account manager at Brandhome: 'Brandhome has created a website with fun items for kids, with the emphasis on discovery. A site like this also has an important informative function for parents, schools and businesses, so we didn't forget those target groups either: they can find the information they need quickly and easily.'

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Note for editors, not for publication:

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