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PRESS RELEASE

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Brandhome addresses 'Dubai Lynx' Advertising Festival

Brandhome's Erik Saelens has been invited to speak at the first 'Dubai Lynx' International Advertising Festival. It will be the second time he has given an address in Dubai. His earlier presentation at the Gulf States' National Summit was received so positively, that the 'Dubai Lynx' organisers asked him back to speak at their event too.

Nicoline Spruijt, Brandhome CEO: 'I think it's a great honour that Brandhome has been invited to speak at this festival. The big American agencies have largely shaped the agenda – the number of European participants is limited. With all the contacts that exist between Brandhome and the big brands and brand-owners in the Middle East, I think it's important that we are present at the festival. Erik will share thoughts with fellow professionals from the Middle East about branding and brand building. The markets in this part of the world are growing dynamically, which is also generating new ideas and prospects for our field. The organisation has asked Brandhome to provide our vision on the introduction of brands in the European continent and all that entails. Erik will do his usual excellent job of highlighting Belgium as the most attractive market via which to enter the EU.

The advertising festival will take place in Dubai from 31 March to 2 April. It's being run by the same firm that organises the famous European advertising festival in Cannes. The target audience consists of creatives and advertisers from the Middle East, India and North Africa.

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Note for editors, not for publication:

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