

PRESS RELEASE

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New BASE MANIA label designed by Brandhome

Brandhome has designed the new MANIA label for the mobile operator BASE. The agency is responsible for developing the visual identity, campaign and media planning. MANIA has a style all of its own. It perfectly matches the launch proposition: unlimited texting to any Belgian network, 24/7! Typical BASE! Talking is for parrots! The prepaid MANIA offering is being introduced via bannering, POS and brand activation.

Jos Donvil of BASE: 'BASE MANIA has been developed for the 18–24 year-old category. That's an age group that phones and uses the Internet intensively. Brandhome has designed an appealing and unique style for this exacting target group. A result that means BASE is offering its customers yet another great proposition.'

Nicoline Spruijt, Brandhome CEO: 'Following the success of the two lifestyle labels BASE PLATINUM and BASE GOLD, Brandhome was able to develop the BASE MANIA label too. The development of the label happened quickly: we have the advantage that we can do everything in-house, from design to launch.'



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Note for editors, not for publication:

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