

PRESS RELEASE

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'Patrick Janssens is the sexiest mayor' Brandhome investigates the image of seven Flemish cities

Brandhome has completed a study of the civic branding of seven Flemish cities. Antwerp, Bruges, Ghent, Hasselt, Kortrijk, Mechelen and Ostend are seen first and foremost as sociable towns with a broad cultural offering. Antwerp's mayor, Patrick Janssens, best matched his city, with respondents citing him as the most trustworthy mayor. What's more, no less than one Fleming in five thinks he's sexy! Bart Somers of Mechelen scored well as a nice person, but was considered to be the mayor who least matches his city.

Image of Flemish cities

Eight values were defined to capture the image of Flemish cities. The values 'sociable' and 'cultural' were the ones cited most frequently when the respondents were describing Flemish cities. Bruges and Hasselt also had special 'emphasis values' of their own: Bruges is seen as 'beautiful' and Hasselt as 'gastronomic'. The other cities in the study were less differentiated in terms of the eight values chosen to express their civic image.

City identity and image

The results of the image study were used to compare image (how you want to be perceived) with identity (who you are). The research found Antwerp and Hasselt's images to be the best aligned with their respective identities, followed by Bruges and Ghent. The fact that Antwerp and Hasselt both scored so highly is because, according to Brandhome's analysis, both cities have opted for *clear*, *simple* and *communicable* identity values, which they then communicate *consistently*.

Does the mayor match the city?

Brandhome concluded by asking the respondents how sexy, trustworthy and nice they thought the mayors of these cities are. Patrick Janssens was the clear winner: respondents rated him as the most trustworthy, sexiest and nicest mayor. Bart Somers in Mechelen is seen as a really nice person, but only received low ratings for the other criteria.

Brandhome carried out 730 face-to-face street interviews for the study. The respondents were asked three questions about the city and their mayor.



identity driven brand building®

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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