



identity driven brand building®

PRESS RELEASE

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ZeelandAttracties chooses Brandhome

ZeelandAttracties, one of the leading theme park groups in the southern Netherlands, has selected Brandhome to develop its brand, marketing and communication strategy. ZeelandAttracties runs a total of five visitor attractions. In addition to an integrated approach to the existing brands, Brandhome will deliver the brand strategy and positioning for Football Experience – the first and only attraction to focus entirely on football. Football Experience is set to become the largest visitor attraction in the Dutch province of Zeeland, catering for a national and international tourist base.

Sven van Rijswijk of ZeelandAttracties: 'we know Brandhome through the work they've done for business relations of ours. Brandhome has demonstrated its substantial experience in developing and positioning brands. We're looking for a coherent portfolio of brands in keeping with our business's ambition: a brand portfolio that creates value for the stakeholder.'

Brandhome's Nicoline Spruijt: 'ZeelandAttracties is a group that's growing fast and wants to grow even more, partly by conceiving and creating large, unique visitor attractions. They really get how a strong brand portfolio can help deliver that ambition.'

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Note for editors, not for publication:

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