

## **PRESS RELEASE**

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### **Brandhome launches major study 'fake or real?'**

**Brandhome launched a large-scale online study this week into counterfeit branded goods. The Antwerp communication agency wants to know: how many Flemings buy fake? Which counterfeit brands are popular? And why do people buy fake products rather than the real thing? Flemish people can participate in the study as of Monday 13 October via [www.brandhome.com](http://www.brandhome.com).**



Brandhome's strategic director, Erik Saelens: 'People are becoming noticeably more brand-sensitive. That's also reflected by the large and steadily growing range of fake branded goods. Fake designer clothes, watches, handbags and perfume are all available. We want to know what motivates Flemish people to buy counterfeit goods like this. The research will provide us with useful information about the value of a brand and about how consumers perceive the brands in question. And above all about how to protect *real* brands more effectively. Because what we do at Brandhome is build *real* brands.'

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*Note for editors, not for publication:*

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