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PRESS RELEASE

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Brandhome supports De Rinkelbel with campaign

A special campaign can be seen around Antwerp this week for the toy library De Rinkelbel. The aim of the campaign, which focuses on bus and tram stops, is to raise awareness of De Rinkelbel and to encourage people to donate. Brandhome developed the campaign for the charity and arranged the media free of charge. The agency is committed to using its know-how to benefit organisations like De Rinkelbel, which are devoted to good causes but often lack the funds for effective, professional communication. Brandhome hopes its initiative will encourage others to do likewise.

Brandhome's strategic director, Erik Saelens: 'we think it's important for us as an agency to use our creativity to express our social commitment. Effective communication is crucial if initiatives like De Rinkelbel are to attract donors and get their message heard above the general clamour of marketing and advertising. Organisations like this increasingly rely on donations to fund the great work they do. That's why we're in favour of a minimum requirement within the communication sector for agencies to contribute their know-how to initiatives like De Rinkelbel that wouldn't otherwise get a chance. We want to show how everybody gains from that approach. It's been a pleasure for us to design a creative product; the charity can count on a campaign that would otherwise have been out of its reach; the advertiser gains by doing work that suits it; and society ultimately wins too.'

The campaign can be seen on the bus and tram stops operated by JCDecaux in Antwerp from 14 to 20 October. De Rinkelbel is a charity that lends toys to handicapped children. It is based in Borgerhout and is open every Saturday.

Brandhome set up the Brandhome foundation eighteen months ago to support children in need in Flanders and the southern Netherlands. It does so by contributing to specific projects, thanks to a fixed contribution from Brandhome and a variety of gifts.

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Note for editors, not for publication:

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