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## **PRESS RELEASE**

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### **'Get my TV back': new campaign for DELTA**

**The 'Get my TV back' campaign launches this week in the southern Netherlands. Brandhome has created the campaign for the Dutch multi-utility company DELTA N.V. When customers turn on their TVs on 11 November, all they'll see is static. They'll have to retune their sets before they can receive their favourite channels again. The technical adjustments to the cable network are needed so that customers can be offered more services via cable in the future. The campaign launches this week on radio, TV, online, print and DM. Brandhome has also developed an internal campaign to recruit volunteers from among DELTA staff to help retired people reset their televisions.**

DELTA N.V.'s head of communications, Mirjam van Zuilen: 'For technical reasons, we need to get all our customers to retune their televisions. It's going to be a huge operation. Brandhome has come up with a behaviour-changing campaign that will encourage customers in a positive way to take the necessary action. A robust campaign and strong media planning will make sure none of our customers are unaware that something's due to happen on 11 November.'

Nicoline Spruijt, Brandhome CEO: 'We're an agency that thinks and works based on strategy. That's how we approached this campaign, too, the execution of which has to serve a genuine communication objective. The ultimate goal is to achieve a high level of customer satisfaction among DELTA's customers and to do so in an appealing way. We think that's what we've done here.'

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*Note for editors, not for publication:*

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