



identity driven brand building®

## **PRESS RELEASE**

**14 November 2008  
PB 008241**

### **VAB and Brandhome thank VAB patrolmen**

**The Antwerp communication agency Brandhome has come up with a new radio campaign for the VAB, the Flemish Automobile Association. Following the VAB's well-known family ads, Brandhome has developed a fresh series as part of the new 'Thanks VAB' theme. Once again, the ads set out to catch listeners' attention. They will continue to air on Flemish radio stations until the beginning of December.**

VAB Marketing Manager Jan Creten: 'In developing this radio campaign, we wanted to thank our patrolmen, who are there for our customers day and night. Everyone has a breakdown at one time or another, and when that happens the patrolman is a very welcome face. The message we want to get over is that VAB members can always count on the roadside assistance they need.'

Nicoline Spruijt, Brandhome CEO: 'We chose a series of statements for the campaign framework, in which the patrolman unexpectedly plays a key role. The ads are striking and surprising, which makes them typical VAB.'

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*Note for editors, not for publication:*

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