



identity driven brand building®

## **PRESS RELEASE**

**28 November 2008  
PB 008242**

### **Brandhome brings Zeeland cable to life**

**Brandhome has created an image campaign on behalf of the Dutch firm DELTA for digital television, digital telephony and internet. The brief was to develop a long-term campaign to raise awareness of all the possibilities cable has to offer. The blue DELTA cable has been given a leading role in the creative translation of that goal. In its first outing in an above-the-line campaign, the cable takes on a series of shapes, including a shark and a palm tree, illustrating the huge range of information that is available via a cable connection. 'Broaden your horizons. With Zeeland cable, of course!' has been visible this week on bus shelters, in print and on television.**

DELTA N.V.'s head of communications, Mirjam van Zuilen: 'Our proposition has been clearly translated to the customer through a very simple concept, namely a blue cable. It's a concept we can use to differentiate ourselves clearly from other players in the digital services market. It's a great piece of work.'

Nicoline Spruijt, Brandhome CEO: 'We worked hard to develop this idea to a high degree of refinement. The exceptionally strong and distinctive concept that resulted is proof of our success.'

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.

\* \* \* \* \*

*Note for editors, not for publication:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95.