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PRESS RELEASE

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Brandhome creates new VAB radio campaign

Brandhome has created a new radio campaign for the VAB, the Flemish Automobile Association. The ads tie in with the previous campaign for roadside assistance at the end of last year, and once again star Roger, the helpful VAB patrolman. They are being broadcast on Flemish radio stations beginning this week.

Jan Creten of the VAB: 'the previous series of radio ads Brandhome made for our roadside assistance service was very well received. As people get ready for their skiing holidays, we wanted to remind them of the need for good travel insurance. Brandhome has come up with another set of effective and light-hearted ads.'

Brandhome's Nicoline Spruijt: 'we've found a consistent line in the VAB campaigns in the shape of the Roger character. He's a VAB patrolman who always makes sure travellers get to enjoy their holiday, come illness, accident or breakdown along the way.'

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Note for editors, not for publication:

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