

PRESS RELEASE

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Brandhome prepares Football Experience for kick-off

Brandhome is working on a complete plan for Football Experience, which will become a top attraction in the Dutch town of Middelburg as of late 2009. Visitors to the 3,000 m² site will get to experience football in all sorts of ways. Brandhome has meanwhile produced the brand programme, consisting of the logo, house-style and visual identity. The starting point for the development of the brand programme was the idea that football is all about emotion. The result is a stylish and sporty logo that clearly refers to what the Dutch call the 'Orange feeling' when supporting the national team.



voetbal experience

Sven van Rijswijk of Football Experience: 'Football Experience is a unique attraction in the Netherlands and even in Europe. An attraction with that kind of presence needs a house-style that's professional, versatile and distinctive. Brandhome absolutely succeeded in delivering that. We're now working together on the rest of the marketing plan and the roll-out of the house-style.'

Brandhome's Nicoline Spruijt: 'We were involved in Football Experience's plans at an early stage. Once we'd developed the strategic principles for the marketing and communication plan, the fleshing out of the brand programme unfolded naturally. We began with an idea, and the programme now embraces everything from signage through to the merchandising range.'

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Note for editors, not for publication:

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