

## PRESS RELEASE

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## DELTA and Brandhome create ZEELAND lifestyle magazine

The second issue of ZEELAND – a magazine from and for the Dutch province of that name – comes out this week. It is published by the Dutch energy company DELTA and is distributed among the firm's customers. ZEELAND, which has a circulation of 170,000, offers features on digital TV and the internet, alongside typically regional subjects, such as the movie *Storm* about a historic flood, and the Zeeland delicacy, *babbelaars* (butterscotch). It's more than the average customer magazine: ZEELAND is a lifestyle publication with great photographs and a range of articles on the company's commitment to the local region and to sustainability.



Mirjam van Zuilen of DELTA N.V.: 'We came up with a formula together with Brandhome to show more of ourselves as a company than our products and services alone. It's a magazine about our love for the province of Zeeland. As a regional multi-utility company, DELTA is looking to interact more with its customers. The magazine enables us to do that.'

Brandhome's Nicoline Spruijt: 'Producing a magazine for such a large target group is a challenge, in terms of both content and design. The response of the readers' panels to the first magazine was very good: the formula appeals to the target group. I'm positive the second issue will be received just as enthusiastically.'



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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*Note for editors, not for publication:*

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