



identity driven brand building®

PRESS RELEASE

27 March 2009

PB 009244

Brandhome creates campaign for merging hospitals

The merger of two hospitals in Zeeland (the Netherlands) had to be widely communicated to staff, patients and visitors at the two institutions. Brandhome responded by developing a campaign with the title 'Caring for you'. The campaign consists of a special website, information material including leaflets, flyers, posters and freebies, plus an advertorial in the regional newspaper.

Jaap Nelemans of Zeeuwse Ziekenhuizen: 'The merger is immensely important to our staff, patients and visitors, so we wanted to keep them fully up to date about the changes via a mix of communications. Together with Brandhome, we quickly came up with a concept that can be readily and straightforwardly applied, so that we can continue to use it in the future.'

Brandhome's Nicoline Spruijt: 'This communication campaign is an example of a good idea and speedy collaboration. We're convinced it will prove highly effective.'

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Note for editors, not for publication:

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