

## PRESS RELEASE

30 March 2009

PB 009245

### Brandhome builds youth brand in Tunisia

**Brandhome has built Elissa, a new youth brand in the Tunisian telecom market. EIT (Emirates International Telecoms), a subsidiary of Dubai Holding, turned to Brandhome for its experience of building telecom and lifestyle brands. It was a unique experience for Brandhome to develop a brand in a country with a very different culture. The agency's creative teams visited Tunisia in person to gather impressions and learn about local practices and expectations. The new youth brand has been available in Tunisia since 26 March.**



Elissa is a lifestyle brand for young Tunisians between 15 and 25. Other products and services besides the telecom offering will be offered under the Elissa brand name. The first realisation of the new brand is the website [www.elissa.tn](http://www.elissa.tn). TV, radio and print campaigns will follow, and several major summer events are planned too. Brandhome came up with Elissa during the stay in Tunisia: it's the name of the princess who founded the ancient city of Carthage and captures the imagination of Tunisians both young and old.

Brandhome's Nicoline Spruijt: 'It was a big compliment for us to find that Brandhome isn't just viewed as an expert in brand-building in our own region, but that our footprint extends beyond Europe as well. Creatives team themselves learned a great deal too during their stay, namely that there are several possible ways to build a brand. It goes without saying that we'll also be putting that experience to the benefit of our Belgian and Dutch clients.'

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*Note for editors, not for publication:*

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