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## **PRESS RELEASE**

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### **Dutch people more royalist than Belgians**

**Brandhome wanted to know what Dutch people and Belgians think about their respective royal families. The Dutch turned out to be a lot more royalist than their counterparts south of the border, with more than half of them (54%) expressing an affinity with the Dutch royal family. After tradition, the characteristics that Dutch people most associate with the royals are wisdom, reliability and class. One in four (27%) Belgians feel an affinity with their royal family. The first value they associate with it is also tradition, followed by things like privilege, old-fashioned and elitist.**

#### **Royal beer or a royal banquet?**

Brandhome wanted to know what the respondents would think about royal products and services. Brandhome's Erik Saelens: 'We were interested in whether people would consider buying a product or service under the royal brand. A royal beer, for instance, a royal suit, royal ball gown or royal TV channel. Only 13% of respondents in the Netherlands and 14% in Belgium would do so. We were expecting a result similar to the one for the Church as a commercial brand, which was an earlier study of ours. No fewer than 50% of the respondents in that study stated they would consider buying a product or service from the Church.'

#### **Young people more likely to buy a royal product**

Newspapers, food and events were the most promising sectors for a royal brand. The study also found that 6% of respondents in the Netherlands and 5% in Belgium would be willing to pay more for the royal product or service. Young people between 18 and 29 were slightly more positive about a royal product or service than older people (20% versus 4% in the Netherlands and 12% versus 4% in Belgium).

The study also asked, lastly, for the participants' opinion of individual royals. The most popular members of the two royal families were:

<b>Belgium</b>	<b>Netherlands</b>
1. King Albert	1. Princess Máxima
2. Princess Mathilde	2. Prince Willem-Alexander
3. Queen Paola	3. Queen Beatrix
4. Princess Astrid	4. Pieter van Vollenhoven



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The study was carried out among 1,000 Belgians and 1,000 Dutch people. Representative sampling was used in both countries based on quota setting. The study was performed online between 8 and 28 June 2009.

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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