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## PRESS RELEASE

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### 'By appointment' represents quality and prestige for brands

Brandhome has carried out a study in Belgium and the Netherlands into 'By appointment' status. The concept of supplier to the royal household enjoys very high name recognition, with 90% of respondents familiar with it. One in three was able to name a specific company, with Spa mineral water most frequently cited in Belgium and Albert Heijn supermarkets in the Netherlands. The study also found that more than half the respondents associated 'By appointment' with quality. Prestige and luxury followed close behind as values linked with a product or service of this kind. Another noteworthy conclusion from the study was that only 5% of Belgians and Dutch people are prepared to pay extra for that quality.

Brandhome's Erik Saelens: 'Our agency is very interested in the value of brands, so we wanted to discover what effect 'By appointment' status has on a brand. Being identified as a supplier to the royal household is seen as confirmation of quality and prestige. Consumers assume the sale price already incorporates a premium for that quality, hence the low figure of 5% who are willing to pay extra.'

#### Top 4

30% of Belgians and Dutch people stated that they have bought something from a 'By appointment' company at one time or another. Of those who were able to name an official supplier to the royal household, the following brands were in the top 4 for Belgium and the Netherlands respectively:

Belgium	Netherlands
1. Spa (5%)	1. Albert Heijn (7%)
2. Delacre (4%)	2. De Ruijter (2%)
3. Galler (4%)	3. Shell (2%)
4. Delvaux (4%)	4. De Bijenkorf (2%)

#### Young people

It was noteworthy that young people were somewhat less familiar with the 'By appointment' concept, but were much more likely to associate it with quality, trust, prestige and luxury and hence were more willing to pay a little extra.



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### **'By appointment' is rare**

There are 116 official suppliers to the royal household in Belgium, with the senior person at the company being formally designated *Hofleverancier/Fournisseur de la Cour*. The equivalent designation in the Netherlands has been granted to 390 small and medium-sized Dutch enterprises.

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:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95