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PRESS RELEASE

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Voting for 'PINK BRAND OF THE YEAR' starts today *First vote for most popular LGBT brand in Belgium*

Brandhome and ZiZo are organising the first PINK BRAND OF THE YEAR vote in Belgium. Which brand is most popular in the gay, lesbian, bisexual and transgender community and the potential winner of PINK BRAND OF THE YEAR 2009? Votes can be cast from 30 October via www.pinkbrandoftheyear.be. The winner will be announced on 14 December.

Brandhome and ZiZo have selected twelve product categories, each including a series of brands. The most appealing brand will be voted for in each category, and one will ultimately be chosen as PINK BRAND OF THE YEAR 2009. In addition to the title, the winning brand will receive an advertisement designed by Brandhome and media space in ZiZo magazine.

Brandhome's Nicoline Spruijt: 'The LGBT community is underutilised by marketers, even though it's often a segment of early adopters who can have a major impact on a brand's development. Their refined taste and strong sense of style and quality make them opinion leaders. We want this award to encourage Belgian marketers to discover the segment more.'

Yvan Brys of Cavaria (ZiZo): 'Brandhome came up with the idea for the vote. It's nice to generate publicity for our media in an original way. We want the PINK BRAND OF THE YEAR to help us find out more about LGBT people as consumers.'

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.

ZiZo is the biggest magazine in Flanders for gay, lesbian, bisexual and transgender people and is published by Cavaria (formerly the Holebifederatie) – the umbrella organisations for LGBT groups in the region.

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Note for editors, not for publication:

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