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PRESS RELEASE

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iPhone wins PINK BRAND award

The first PINK BRAND OF THE YEAR award was presented last night at a big party in Antwerp's Red&Blue nightclub. The prize went to Apple's iPhone, which for the next year can call itself the best-loved brand in the Flemish LGBT community. Bas Stronks of Mobistar, iPhone's exclusive Belgian distributor, received the award on Apple's behalf. The event, which attracted 500 guests, was organised by the communication agency Brandhome and ZiZo, the magazine for gay, lesbian, bisexual and transgender members of Cavaria. Lots of Flemish celebrities were on hand to present the awards, including Kate Ryan, Margriet Hermans and Showbizz Bart.

The ceremony followed the online voting organised in December. Over 2,000 people completed the questionnaire, including 1,200 LGBT people. Men aged 19–26 were the largest single group of voters. The participants chose their favourite brand in each category and then voted for their overall favourite.

The category winners were:

- Audi (cars)
- Jupiler (beer)
- Baileys and Martini (joint winners, spirits and liqueurs)
- Laurent-Perrier (champagne)
- Delhaize (supermarkets)
- IKEA (interior furnishing)
- KBC (banking and insurance)
- H&M (clothes)
- Proximus (mobile phone operators)
- Nokia (mobile and smartphone)
- Nivea (personal care)
- Jetair (tour operators)

The participants then chose the most appealing brand across all categories. With Apple iPhone emerging as the winner. The brand can now call itself PINK BRAND OF THE YEAR and received a well-deserved prize: the title itself, an advertisement designed by Brandhome and media space in ZiZo magazine. The presentation of the Pink Brand of the Year was also made possible by Unizo, Red&Blue and 3plus.



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Brandhome and ZiZo created the award to introduce more Belgian marketeers to the LGBT segment. Brandhome believes the LGBT community is underutilised by marketeers, even though its members are often early adopters who can have a major impact on a brand's development.

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 Cavarria (formerly the Holebi federation) – the umbrella organisation for LGBT groups in Flanders and Brussels.

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Note for editors, not for publication:

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