



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome celebrates half a million Elissa customers**

**The communication agency Brandhome developed the Elissa mobile brand for the Tunisian market a year ago. Tunisia Telecom's youth brand has since proved a big hit. Elissa reached the milestone of half a million users in barely a year's time.**

#### **A result to be proud of**

Brandhome conceived and built the brand. Erik Saelens: 'We were convinced from the outset by the potential of the Elissa mobile phone brand. But no one expected it to take off quite so strongly among young people. Elissa customers have to meet two requirements: they need to be under 25 years old and each prepaid user has to be registered. That's different to how it works in Europe, making this an absolute record. And proof that Brandhome lives up to its mission of helping brands grow faster than the market.'

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*Note for editors, not for publication:*

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