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PRESS RELEASE

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Brandhome creates World Cup-style campaign for DELTA

Orange fever takes hold with poster campaign

The Dutch multi-utility company DELTA was keen to boost its package of HD channels. The World Cup in South Africa provided the cue. Two supporters of the Dutch national team, together with a referee, show in an above-the-line campaign how great it is to watch in HD. Brandhome provided the concept, production and part of the media planning. The campaign consists of TV, radio, print and online ads. One special element of the campaign is a poster action. Anyone who displays the poster in their window has the chance to win a prize package worth 2,000 Euros. The action will provide a huge stimulus to the visibility of the campaign, which launched on 17 May and runs until 31 July 2010.

Brandhome's Nicoline Spruijt: 'the whole campaign is based on the fact that every detail is visible when you watch in HD. we've been able to translate that idea throughout the campaign. The Holland fans and the referee talk about it in the TV ads, as crystal-clear details are shown, and in the print advertisements we describe it. What's special about the TV ad is that everything had to be recorded in HD quality. That imposed exceptionally high demands in terms of the advertisement's production and completion.'

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Note for editors, not for publication:

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