



identity driven brand building®

PRESS RELEASE

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Brandhome builds new KODO brand for Pioneer

KODO is a new brand in Pioneer's product offering, built by Brandhome. The new product brand will be used for digital speakers for iPods and iPhones. KODO will be *the* brand for switched-on consumers who appreciate attractive design. KODO products recently went on sale in Belgium.

KODO

Brandhome developed the name and visual identity for the new brand. Choosing the right name was crucial. Brandhome's Nicoline Spruijt: 'the name had to work internationally and the meaning had to be right for the product. KODO means 'heartbeat' in Japanese, making it a perfect choice. Everybody's heartbeat is different and changes according to their mood. The same applies to the different tastes in rhythm that KODO will deliver.'

Paul Fontyn of Pioneer: 'Building a brand is always an exciting process. Brandhome showed itself to be a professional partner that combines creativity with solid branding know-how.'

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Note for editors, not for publication:

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