

## **PRESS RELEASE**

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**PB 100242**

### **Brandhome produces creative concept in debate on the future of the Port of Antwerp.**

**The Port of Antwerp and Alfaport have presented their Total Plan for a more competitive port. The plan was unveiled at a meeting for 600 guests. Brandhome was asked to develop the creative concept, to design all communications and to create the audio-visual support. The gathering was held under the name 'States General of the Port of Antwerp' on 22 June at the Stadsschouwburg in Antwerp. Flemish Transport Minister Hilde Crevits was in attendance, together with Alderman Marc Van Peel, Eddy Bruyninckx, Managing Director of the Antwerp Port Authority, and Roger Roels, Chairman of Alfaport Antwerp.**



Stakeholders from the public and private sectors got to see and hear the results of the various working groups set up to formulate ambitions for the 'Port of the Future'. Brandhome's Nicoline Spruijt: 'When you have a meeting like that with so many people, you need to present your main points engagingly without weakening the message in any way. We made sure that the slogan *Sterk door Samenwerk* ("Strong by working together") was showcased within our concept. We then wove the slogan into the further proceedings of the meeting. Our aim was also to build confidence in the Port's evolution and plans for the future. "Strong by working together" will be the slogan in the period ahead.'

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*Note for editors, not for publication:*

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