



identity driven brand building®

PRESS RELEASE

1 July 2010

PB 100243

Hamburg-Mannheimer claims pension-saving category

Hamburg-Mannheimer has grown in recent years into the number two spot in the Belgian pension-saving market. As a challenger, Hamburg-Mannheimer has consistently played a pioneering role with new products. To lend weight to an already successful strategy, Brandhome created the positioning campaign 'Pension Champion'. The insurer's rock-solid strengths are highlighted in print, outdoor and online advertising.

The campaign is running in Flanders and Wallonia. Pension Champion will be a long-running campaign, on which a series of propositions will be attached in the months ahead. Nathalie de Heem of ERGO Life NV: 'Hamburg-Mannheimer has a distinctive position in the market, which we wanted to emphasise. We opted for a "category claiming" strategy, in which Hamburg-Mannheimer literally lays claim to pension-saving.'

Brandhome's Nicoline Spruijt: 'once the strategic decision had been made, the creative choice of "Pension Champion" came quickly. The concept offers lots of different handles, allowing it to be applied in a wide variety of ways.'

www.pensioenkampioen.be
www.championdespensions.be

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Note for editors, not for publication:

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