

PRESS RELEASE

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Brandhome is recruiting... in an unusual way

Brandhome is looking for creative talent, and the agency is doing so in a very eye-catching way: it seized the opportunity to poster the windows of a large vacant commercial building on Falconplein with slogans like 'Blow jobs' and 'Creative jobs'. The message is a cheeky reference to the city's nearby red-light district.

Brandhome's Erik Saelens: 'the area around Falconplein isn't just the red-light district: it's also a neighbourhood where a lot of creative talents live or pass through on their way to the nearby Academy. Those are the people we're looking for. We expect the action to appeal to the kind of talent that forms a good fit for Brandhome: surprising, result-driven and distinctive.'

Brandhome views the poster of windows of vacant premises as an interesting way to use buildings as a communication medium.

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Note for editors, not for publication:

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