



identity driven brand building®

## **PRESS RELEASE**

**28 September 2010**

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### **Brandhome creates new 'Brugge Kaas' campaign**

**The cheese maker Brugge Kaas wanted to raise its brand awareness and asked Brandhome to develop a new campaign to that end. The result was 'My Brugge Kaas' – a campaign that references the quality and authenticity of the product and the breadth of the offering. It is closely aligned with the strategy of developing Brugge Kaas as a concept brand. The campaign launched on 27 September on the radio, in print and outdoors.**

Hugo Demullier of Brugge Kaas: 'The campaign highlights the passion with which we produce a wide range of authentic Belgian cheeses. We had our employees and partners tell the story themselves. Brandhome translated our brand story very well. It's the first step toward a fully-fledged concept brand.'

Brandhome's Nicoline Spruijt: 'it was very inspiring to work with the people at Brugge Kaas. The passion for their product was plain to see, which is why we were determined to capture that emotion and express it in the campaign.'

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*Note for editors, not for publication:*

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