



identity driven brand building®

## **PRESS RELEASE**

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### **New kids' trail at Antwerp book fair**

*Brandhome and Faces4Faces develop literary communication for kids*

**Faces4Faces in collaboration with boek.be, the Flemish book industry association, wanted to come up with a plan for the annual book fair in Antwerp that would draw the youngest visitors into the world of books in a fun way. The communication agency Brandhome was called in at an early stage to help shape and implement the plan. Designing and producing informative and engaging posters, activity packs, stickers and bookmarks achieved the plan. The communication package will allow children to explore the fair – which must seem to them to be a huge maze – in a fun way that will encourage them to discover the world of literature.**

Christophe Delen of Faces4Faces: 'An exciting trail has been laid out through the fair's many different display areas to create "The Big Inspiration Game". Kids who follow the trail pick up strategically placed hints all over the place, which they can then use to make a story of their own. Along the way, they learn about books, writers and everything that goes with them. It was very important to us that the story as a whole would be clearly showcased and that all elements of the plan were smoothly coordinated. Brandhome proved to be the perfect partner for that, thanks to their professional experience and their ability to make communication clear, consistent and yet still surprising.'

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*Note for editors, not for publication:*

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