



identity driven brand building®

## **PRESS RELEASE**

**8 November 2010**

**PB 100248**

### **Exquisitely crafted advertisements**

*A custom catalogue for every shop with individually selected advertisements*

**Jewellers who are customers of Van den Bosch & Van Ranst – Belgium’s leading producer of rings – can order an individualised catalogue featuring a series of advertisements aligned with their individual offering. It’s a highly specific publication, in which communication between producer, jeweller, printer and designers has to be perfect. Which is why they turned to the Antwerp communication agency Brandhome. Brandhome has taken charge of designing and producing the right advertisement(s) for the right jeweller.**

Dirk De Rijcke of Van den Bosch & Van Ranst: ‘Smart and efficient custom work is an increasingly important facet of contemporary communication. So we asked Brandhome to get out their jeweller’s eyepiece and craft us some tailored advertisements so we can offer our customers a personal service. Their experience of advertising, communication, production and design meant I could be confident that the project would be implemented quickly and correctly, with a perfect eye for detail.’

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*Note for editors, not for publication:*

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