



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome ♥ Zeeland**

**DELTA, the Dutch multi-utility company, is about to extend its offering beyond the borders of Zeeland Province. Brandhome came up with a first teaser for this expansion, based around a competition. No fewer than a thousand typical regional prizes are up for grabs for the first people who want to be informed about DELTA's plans for the future.**

The plan is being rolled out across the Netherlands via direct mailings, a house-to-house flyer, print advertisements, web banners and a mailing in collaboration with Euroclix. The overarching 'I ♥ Zeeland' concept ensures conceptual and visual coherence between the different communication channels. Brandhome conceived the entire plan, worked everything out strategically and content-wise (including copywriting, design, prepress and determining the media mix) and ensured flawless execution with a personal and local Zeeland touch.

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*Note for editors, not for publication:*

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