

PRESS RELEASE

14 December 2010
PB 100251

Brandhome creates *sharp* mailing for Loyens&Loeff

Brandhome has developed a website for leading law firm Loyens&Loeff's seminar programme – a key communication resource in the firm's strategy to actively engage with its clients. To publicise the seminars, Brandhome developed the *Stay sharp* concept, which has been translated into a special mailing and of course the revamped website: www.loyensloeffnews.be.

Wouter Daelemans of Loyens&Loeff: 'We want to be in even more contact with our clients. We achieve that in various ways, including knowledge sharing at seminars or through newsletters. Brandhome developed the *Stay sharp* idea for us – a concept that elaborates on that principle in an original and creative way. The concept has been translated on-line and to a direct mailing in which we sent out an unsharpened pencil. Attendees at a seminar are then given the pencil sharpener to go with it.'

Brandhome's Nicoline Spruijt: '*Stay sharp* is a versatile concept that can be readily translated into a range of communication media. It's a simple idea, which means it can be applied particularly effectively.'

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.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.