



identity driven brand building®

PRESS RELEASE

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Brandhome christens MAS Port Pavilion

The MAS Port Pavilion in Antwerp was officially opened on Friday. Brandhome was asked to deliver a communication campaign to raise awareness of this unique new landmark. 'D'Opening' kicked off the process of establishing the Pavilion as a place to discover port life in an interactive way.

Kurt Tuerlinckx of the Antwerp Port Authority: 'Brandhome has created a strong concept in a short space of time for this interactive experience at the foot of the Museum aan het Stroom (MAS). The concept is appealing and can be readily translated in our various communication media. "D'Opening" – the wording of which is a wink to the local dialect – was also a success communication-wise.'

Brandhome's Nicoline Spruijt: 'The MAS Port Pavilion is an important and compelling project for Antwerp, which clearly inspired our creative team. We're proud to have won this brief and to have been able to help get the MAS Port Pavilion off to a great start.'

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Note for editors, not for publication:

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