



identity driven brand building®

PRESS RELEASE

26 April 2011
PB 110233

***D Magazine*: innovative staff publication for DELTA**

Brandhome has developed a new staff magazine for the Dutch multi-utility company DELTA. The new magazine, with the name *D*, offers readers in-depth and serious themes from a personal and light-hearted angle. Brandhome's creative team worked with DELTA to develop the page formula and creative concept. *D Magazine* has proved to be an attractive publication with a unique touch. The first issue is hot off the press this week.

Arendo Schreurs, Corporate Communication Manager at DELTA: 'we've adjusted our internal communication strategy to focus on intranet as our key medium for interaction and daily news. That means a new function for our staff magazine, which appears four times a year. It provides readers with background to the news and highlights the impact the "outside world" has on our company. Brandhome has developed an attractive and distinctive concept, which allows serious information to be communicated in an appealing way.'

Brandhome's Nicoline Spruijt: 'we came up with a versatile formula for *D Magazine*. Interspersing the publication with handmade and signed items gives it a distinctive, human feel.'

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Note for editors, not for publication:

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