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PRESS RELEASE

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VAB members head off on vacation without a care

This week, the new DM campaign for VAB Travel Assistance premières. The Travel Assistance product is especially popular at this time of year as people prepare for their summer holidays. Good insurance is vital for a relaxed vacation, hence the title of the campaign: 'Care-free travel?' The VAB, the Flemish Automobile Association, is reminding its members and prospects of this via a comprehensive arsenal of resources, including advertisements, posters, leaflets, letters, and POS and sales-support material.

Jan Creten, Marketing Manager at VAB: 'Brandhome implemented the campaign from A to Z. From the photo shoot, all the way through to the advertisements. We're happy with the results. The campaign communicates really well the certainty we offer our members. Whatever situation they get into on the road, they can always call on the VAB, day or night.'

Brandhome's Nicoline Spruijt: 'we've been collaborating intensively with the VAB to achieve this result. We think it's pretty good.'

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Note for editors, not for publication:

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