



identity driven brand building®

PRESS RELEASE

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The best provider hands out presents to its best customers

ZeelandNet, a Dutch cable company that provides digital services, has been voted best provider in the Netherlands. The Internet and telephony provider is sharing the good news this month with all its customers. Beginning on 16 May, customers can win an Apple iMac via an on-line game lasting 31 days. Brandhome came up with the creative concept for the campaign and developed the on-line game, on-line bannering, direct mailing and print advertisements together with ZeelandNet.

Pascal de Klerk, Director of DELTA Comfort: 'Being voted best provider in the Netherlands is a huge achievement, and we're delighted about it. Through this campaign, we want to share that pleasure with our customers. I think the big trophy; the flags, the bunting and the on-line game Brandhome have designed work exceedingly well. We're also presenting ourselves strongly in social media terms.'

Brandhome's Nicoline Spruijt: "'The Best Provider'" turned out to be a nice campaign, both on-line and off-line, which will stand ZeelandNet in good stead. The creative team have translated the core idea really well.'

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Note for editors, not for publication:

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