



identity driven brand building®

PRESS RELEASE

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Brandhome develops Alfa Park: *the* new parking brand

Alfa Park is a brand-new business that wants to offer a new, modern and reliable alternative for parking. It wanted to develop an appropriate brand, which is why it turned to Brandhome. Brandhome created the brand, positioning, tag line, logo and house style, and delivered the first elements for the launch of the new business.

Julien Verdin of Alfa Park: 'We found an excellent and inspiring partner in Brandhome, which applied its fast method to arrive at the most important ingredients of our brand. Looking back, it was a smooth process in which we thought through every step together to bring a fantastic new brand to market.'

Brandhome's Nicoline Spruijt: 'Building a brand from scratch is a great brief, with an intriguing challenge: to come up with good positioning that is future-proof. We were able to meet that challenge for Alfa Park.'

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Note for editors, not for publication:

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