

PRESS RELEASE

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Brandhome-power for Pioneer Europe: 'You know my STEEZ'

'You know my STEEZ' is the campaign Brandhome has developed for Pioneer Europe. STEEZ is a product line for street dance, including audio players and headphones. Brandhome came up with the concept, developed the creation and did the production. The result is a comprehensive launch campaign with a strong focus on styling. The campaign photos are brilliant stills of dance moves. Eye-catching and original POS material, including 'dance scene' tape, 'dance floor' barriers, floor stickers and a STEEZ outfit complete the campaign. 'You know my STEEZ' was launched on 2 September at the IFA trade fair in Berlin. European rollout is next.

Erik De Rouck of Pioneer Europe: 'STEEZ is a unique audio product for street dancers. We know from experience that this target group places special demands on the qualities, features and looks of audio players and headphones. STEEZ is an exceptional product, and thanks to Brandhome, it's being presented in an appropriately "STEEZy" way.

Brandhome's Nicoline Spruijt: 'we got Pioneer Europe's campaign off to a European start with "You know my STEEZ". The atmosphere, styling and photos tie in completely with the STEEZ target group. Street dance is very specific and very diverse, with a huge number of different styles. Our creative team fully immersed itself in that world.'

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Note for editors, not for publication:

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