

PRESS RELEASE

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Mobility brandscape delivers surprising findings

Brandhome and VAB present mobility brand 'likes' and 'dislikes' at Renta conference

Erik Saelens recently addressed the annual conference of the Belgian Vehicle Hire Federation on the theme of 'Brandscape'. That's the term used to describe the relationship between the brands customers know. Why does a Ford driver prefer newspaper X to newspaper Y? A brandscape expresses likes and dislikes.

Brandhome, together with the VAB, the Flemish Automobile Association, commissioned a study into the brandscape of mobility-related brands, especially for the Renta conference. The research, conducted among the Belgian population, found that:

- 89% of the respondents own a car;
- 66% use it daily;
- 47% of respondents have never hired a car. Reasons for hiring a vehicle include moving house and transport on location (e.g. at a holiday destination);

Respondents are strongly attached to brands in the case of all mobility-related products and services, from car tyres and the make of a hire car, through to motor insurance. The relationship between the brands was examined as part of the brandscape study, revealing for instance that:

- BMW drivers prefer Hertz, Avis, Q8, Esso and Michelin tyres
- KBC insurance holders prefer Audi, Volkswagen, KLM and Q8
- Hertz users have a preference for Ford

The research consisted of a representative on-line survey of the Belgian population. The results were obtained in the period 22 August to 2 September 2011.

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Note for editors, not for publication:

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