

PRESS RELEASE

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Brandhome and DELTA create educational campaign for children *Sjaak zoekt Sjakies* is a campaign with 'kid appeal' for DELTA

The Dutch multi-utility company DELTA is keen for children to learn energy-awareness at a young age. So it came up with a fun campaign aimed at primary schools in the Zeeland area: *Sjaak zoekt Sjakies*. In the campaign, Sjaak Vogel – Energy Adviser at DELTA – sets out to find young helpers to save energy together. Brandhome, in co-creation with DELTA, developed the campaign from creation through to production of TV and print advertisements, postering, direct mailing, a tool-kit for schools and reading matter.

DELTA's Lisette Bron: '*Sjaak zoekt Sjakies* is a new approach for us. We want children as young as primary age to understand how easy it is to save energy. It's never too early to learn. Brandhome's creative translation is exceptionally successful and eye-catching. Sjaak is looking for helpers to save energy. It's an educational competition between 11 primary schools in Zeeland. The school that saves the most energy and comes up with the most creative conservation ideas will win. The school and the community around it are being encouraged to join in.'

Brandhome's Nicoline Spruijt: '*Sjaak zoekt Sjakies* is a lively campaign that definitely appeals to youngsters. That's because we focused intensively during the preliminary stages on developing materials that relate to the children's world. Simple language and appealing visuals do the rest.'

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Note for editors, not for publication:

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