



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome and Bank J.Van Breda & C° challenge you to ask questions**

**Bank J.Van Breda & C° is the specialist bank for entrepreneurs and independent professionals. The bank's new campaign, 'The question is...' asks the kind of questions entrepreneurs and professionals have on their minds. Bank J.Van Breda & C° then gives the answers. Brandhome was responsible for the campaign's concept, creation, development and implementation. You can see and hear it on the radio, on-line and in print.**

Luk Lammens, Marketing & Communication Director at Bank J.Van Breda & C°: 'Together with Brandhome, we've developed a campaign in which we present ourselves to entrepreneurs and independent professionals as the bank with knowledge and expertise. Our people offer them advice and practical support, from acquiring a business to setting up a pharmacy. The campaign conveys that idea in an attractive and compact way.'

Nicoline Spruijt, Brandhome CEO: 'The campaign we developed for Bank J.Van Breda & C° is tailored to the bank. Simple but sophisticated, and slightly teasing.'

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*Note for editors, not for publication:*

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