



identity driven brand building®

PRESS RELEASE

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Brandhome and VAB on the radio before you know it *Scarily fast radio ads for the VAB*

For the new VAB Breakdown Assistance radio campaign, Brandhome has come up with a series of tense but funny breakdown situations that could happen to anyone. What if you find yourself with a flat battery in a dark cinema car park just after watching a horror film? Or it turns out that you forgot to put your handbrake on, so that your car isn't parked safely outside the supermarket as you thought? The answer is simple: call the VAB and you'll be on your way in no time – scarily fast even. The ads are being broadcast on Flemish radio stations from 7 November.

Jan Creten of the VAB: 'We're always looking for amusing and familiar situations for our VAB Breakdown Assistance product. Brandhome has managed to translate that creatively really well. It's clear that you can count on the VAB for all sorts of problems with your car.'

Brandhome's Nicoline Spruijt: 'The campaign we developed for the VAB suits the organisation perfectly: it's appealing, close to home and light-hearted.' We're really pleased with the results: because of the familiar, recurring elements in the radio ads, I'm positive that lots of listeners will recognise them.'

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Note for editors, not for publication:

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