



identity driven brand building®

PRESS RELEASE

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VAB and Brandhome set off without a care

Breakdowns are a regular feature of the winter months. The VAB, the Flemish automobile association, makes deft use of that fact in its new campaign for VAB Breakdown Assistance. Brandhome and the VAB together developed a direct mailing and on-line campaign, radio ads, POS material and supporting sales materials. The campaign launched this week, after the radio ads had already begun to air.

Jan Creten of the VAB: 'The campaign states, as simply as can be, that VAB members can hop in their car or onto their motorbike and set off without a care. Because VAB is there day and night: not just in Belgium, but in the Netherlands and Luxembourg too. The new campaign showcases our offering very well. Because of the strong design and good radio ads, we have high hopes for the campaign.'

Brandhome's Nicoline Spruijt: 'The campaign for VAB Breakdown Assistance is a particularly comprehensive one, in which we worked out everything together with the client. It's great that we got to create the entire process from A to Z. From concept to photo shoot, all the way through to the radio advertisements.'

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Note for editors, not for publication:

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