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PRESS RELEASE

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Brandhome looks after ABK Bank

'ABK looks after your money': that's the new tag-line ABK Bank is using to position itself following its acquisition by Bank J.Van Breda & C°. It helps the bank position itself with a slogan that offers huge stopping power, especially in the current economic climate.

Peter Devlies of ABK Bank: 'The slogan is a solid foundation on which ABK Bank can position itself firmly as a bank that's totally focused on its customers. It can only help raise our visibility even further. ABK Bank remains one of the safest banks for straightforward, transparent and correctly priced savings and investment products.'

Brandhome's Nicoline Spruijt: 'We already created a communication campaign to inform customers about the acquisition as fully and effectively as possible. And in this case too, we've ensured clarity by developing the bank's complete corporate identity. Meanwhile, giving the branches a shared look means that the message is also conveyed visually when customers enter their ABK branch.'

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Note for editors, not for publication:

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