



identity driven brand building®

PRESS RELEASE

19 December 2011

PB110250

Breaking down needn't be so crap...

The VAB, the Flemish automobile association, is backing the latest Music for Life fund-raising campaign, devoted to combating diarrhoea. Brandhome and the VAB have come up with a series of actions to give shape to that commitment. The VAB will donate one euro for every call-out during the campaign. The Music for Life presenters and crew will be safely transported to each location by a fleet of vehicles provided by the VAB. And the VAB is also organising a support campaign among its 1,070-strong personnel on the theme 'Diarrhoea? Let's end it!' All the actions start at the same time as the Music for Life campaign itself, which runs from 17 to 23 December.

Jan Creten of the VAB: 'We couldn't let this idea pass us by. Working with Brandhome, we managed to come up with a series of great actions in a very short space of time. Meanwhile, we've raised our commitment even further by acting as logistical sponsor of the vehicles. It's the VAB's way of significantly extending its promise to help you when you get into difficulty.'

Brandhome's Nicoline Spruijt: 'The Music for Life campaign is a perfect fit for the VAB and we approached it with a lot of enthusiasm. It's an appealing campaign, light-hearted and close to home, all of which are VAB values. While it runs, anyone unlucky enough to have a breakdown or accident on the road can not only count on being taken good care of by the VAB, they'll also be contributing to Music for Life.'

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.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.