



identity driven brand building®

## **PRESS RELEASE**

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### **Brandhome puts the Port of Antwerp on the screen**

**The Port of Antwerp is fixing its sights on the world. To tell – and above all to show – what it stands for, the Municipal Port Authority has invested in a corporate mood movie. Brandhome worked with a team of professionals to produce the film: the optimum brand experience in moving images and sound. We oversaw the entire process, from idea through rough draft to the finished movie, in which you discover the intense world and dynamism of the port.**

Karin Duivenvoorden (Port of Antwerp): 'The Port of Antwerp is so much more than the sum of its activities. It's a world, a community, a feeling, a close-knit group of people who give of their best every day in a city that's also a haven for lots of different communities. Brandhome got it straight away and came up with an idea for a corporate mood movie of which we're all proud.'

Nicoline Spruijt (Brandhome): 'Collaborating on a project to position the Port of Antwerp even more firmly is immense. Especially since the port is looking further afield: at customers who have yet to discover it, but also at the broader harbour community and society. All the players have an important role and contribute to the strength of the Port of Antwerp – a community to be proud of.'

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*Note for editors, not for publication:*

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