



identity driven brand building®

## **PRESS RELEASE**

**17 February 2012  
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### **BRANDHOME SCORES A VIRTUAL FIRST IN ANTWERP**

**Brandhome is launching a 'QR Gallery' in which communication artwork is incorporated in the streetscape. Passers-by can use their smartphones (QR Reader) to take a virtual tour of the marketing agency's creations. It's a first for Antwerp.**

Brandhome's Nicoline Spruijt: 'The QR Gallery, or "museum of the future" exhibits campaigns we've created for our clients in the form of QR codes you can scan with your smartphone. That takes you to a page showing the advertisement, from which you can click through to the website. We want to get a whole series of brands to advertise through this framework in the future. Placing an ad in the virtual gallery is possible for 50 euros a month, with all the proceeds going to the Brandhome foundation – our charity for deprived children in Flanders and the Netherlands.'

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*Note for editors, not for publication:*

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