



identity driven brand building®

PRESS RELEASE

29 February 2012

PB 120240

How (I)awful is your branding?

The advertising geeks at Brandhome got together with the legal experts at Loyens&Loeff to stage a seminar where 'branding meets law'. The Antwerp marketing agency created a (I)awful campaign especially for the event, which Loyens&Loeff then scrutinised.

Brandhome's Nicoline Spruijt: 'Our creative team really went to town in putting together the (I)awful campaign. It's for an imaginary brand and has all the trimmings, not to mention several infringements of advertising law. The campaign ranged from the development of a logo, media plan and various print advertisements to radio and TV ads, billboards and an on-line app. Loyens&Loeff then got down to work on the material from the legal point of view.

'The idea is to learn from the mistakes. The thinking behind the event is to highlight and promote the importance of collaboration between marketing and legal specialists within businesses, so as to avoid blunders when building a brand. There's an on-line quiz linked to the event too, where you can check how (I)awful your branding knowledge is.

'Creating the campaign, organisation, and so forth was a lot of work, but it certainly wasn't wasted, because we're donating the proceeds of the event in full to the Brandhome foundation.'

Test your (I)awful branding knowledge via
www.brandhome.com/files/lawfulbranding/

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Note for editors, not for publication: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.