



identity driven brand building®

PRESS RELEASE

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BRANDHOME JUMPS INTO HIGHER EDUCATION

Karel de Grote University College in Antwerp has chosen Brandhome for its new 'Get a jump on the competition' campaign. We made some creative suggestions that definitely leap out at you.

Brandhome's suggestions certainly leap out. They're an original but logical interpretation of the idea of 'getting a jump on the competition'. It's basically just a metaphor for students who are about to take the leap into their future. No two ways about it: thanks to the campaign, Karel de Grote University College will be jumping out at people in the months ahead.

Brandhome's Nicoline Spruijt: 'It was great news for Brandhome to be able to work for the college. It's a fun project that we had the opportunity to develop from A to Z, including a photo shoot in an appropriate setting. The models were real students to give the campaign images the necessary authenticity. To make sure the posters had sufficient stopping power, we used the college's bright corporate identity colours. You'll see the results on billboards for an Open Campus Day, Open Lecture Day and Info Days, and they'll also be used on exhibition stands, in social media and job advertisements.'

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Note for editors, not for publication:

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