



identity driven brand building®

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Brandhome at Dubai Lynx

Brandhome's Strategic Director, Erik Saelens, was the guest for the third time at Dubai Lynx – the Middle East's advertising festival. He told a large group of Young Marketeers about all the things you mustn't forget when building a brand. Saelens also had lots to say to his talented young audience about international brand policy and brand ownership, not to mention other challenges.

Brandhome's Erik Saelens: 'It was an inspiring event. Marketeers from over 20 different countries in the MENA (Middle East & North Africa) and Asia-Pacific regions were present. It's great to hear from marketing people with an average of ten years' experience about how complex it is to build an international brand. Especially when you view brand-building as a way of building a business, rather than just a nice theme for advertising campaigns. All these regions, with their own social, cultural and legal differences are extremely attractive to marketeers, but demand additional effort to make a brand succeed.'

While attending Dubai Lynx, Saelens was also able to talk privately to the marketing groups of several major regional brands.

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Note for editors, not for publication:

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