

PRESS RELEASE

2 April 2012

PB 120244

Brandhome and SPARK strike up a conversation with autistic children

SPARK (Speech Practice for Autistic and other Remarkable Kids) is a new tool that fosters communication between children with autism and those around them. Brandhome helped the new organisation get SPARK launched.

Frank Verhagen developed SPARK. As the father of a child with ASD (Autism Spectrum Disorder), he set about looking for a way to make conversations with his son easier. He developed a PowerPoint with questions about images and the associated answers. The PowerPoint has since grown into a conversation tool that now runs to over 6,000 slides.

Brandhome's Nicoline Spruijt: 'Through the Brandhome Foundation, our marketing agency aims to contribute to organisations for deprived children. SPARK is a marvellous initiative, because it offers autistic children a genuine chance of a better quality of life. So we're also happy for Brandhome to help launch the tool.' Brandhome created a visual identity for SPARK: we designed a logo, business cards, stickers, and so forth, and we also developed a website (www.sparkcommunity.net).

Frank Verhagen of SPARK: 'Thanks to the website, anyone can download and use SPARK for free. We hope that SPARK will now help lots of other people to communicate with autistic kids.'

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Note for editors, not for publication: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.