

PRESS RELEASE

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Brandhome gets SPARK off to a scintillating start

SPARK (Speech Practice for Autistic and other Remarkable Kids) and Brandhome launched a new communication tool on 2 April for children with autism. The project immediately proved a great success.

Brandhome provided SPARK with a visual identity by developing a website, creating communication media and drawing up a strategic launch plan. The campaign immediately bore fruit, with the site hosting over 5,000 visitors in the two weeks since its launch and more than 3,000 downloads of the tool itself.

Brandhome's Nicoline Spruijt: 'We're very happy with SPARK's success. We decided that the Brandhome Foundation would back SPARK, because we believe in the project 100%. SPARK evolved out of everyday reality and has become a fantastic initiative.'

Frank Verhagen of SPARK: 'The media attention SPARK received last month prompted a lot of people to contact us to volunteer their assistance in developing SPARK further. A first group of people has now learned about SPARK, but we still detect a lot of growth potential. In the next stage, we'd like to make SPARK available in several languages and through several channels. SPARK can then grow into a worldwide standard for communicating with autistic people.'

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Note for editors, not for publication:

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