

## **PRESS RELEASE**

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### **Brandhome and Merrlyn offer clarity in 3D**

**Every bank (including the branch round the corner) relies day to day on a highly complex ICT system. This has to ensure that everything behind the scenes goes smoothly and that no opportunities or deals are lost. Merrlyn is a consulting business from Amsterdam that designs, implements, analyses and, if necessary, adjusts systems of that kind for banks and other financial institutions: 'Making complex systems work for you', is the promise. Merrlyn asked Brandhome to translate this complex activity at the interface between the financial markets and technology into a B2B website that would be simultaneously appealing and informative.**

Marlijn Boerma from Merrlyn: 'The development arose from a preliminary branding process, in which Brandhome started by sharpening up our brand identity. What we are and what we stand for as a brand were captured in clear, easy-to-use brand-building blocks. A visual vocabulary was developed, for instance, that we can use to picture complex systems in every possible kind of communication. Once those cogs had meshed together, a website was developed based on our brand identity and visual vocabulary.'

Brandhome's Nicoline Spruijt: 'Merrlyn works at the cutting edge of technology, so the site had to look innovative, without visitors getting lost in clever features, unnecessary clicking or intrusive animations. The interaction between the human aspect and ICT also had to be foregrounded. We opted for a 3D design, in which all the information about Merrlyn linked up, clicked and turned to form a single, clear story.'

If you'd like to find out precisely what Merrlyn does, you can now put your finger on it (literally and in 3D) at [www.merrlyn.com](http://www.merrlyn.com).

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*Note for editors, not for publication:*

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