

PRESS RELEASE

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Brandhome deliberately produces advertisement that doesn't work

The Antwerp marketing and communication agency Brandhome has deliberately put a banner online that doesn't work, no matter how many times you click on it. The online advertisement was developed for the travel assistance campaign of the VAB, the Flemish automobile association. The banner has basically broken down.

Jan Creten of the VAB: 'Deliberately making an advertisement that doesn't work sounds a bit weird, but the concept is based on the VAB's values and products, which offer the fullest possible protection against problems while travelling: worldwide and for the whole family.'

Brandhome's Nicoline Spruijt: 'The banner ties in with a broader campaign featuring online advertisements – which do work perfectly – relating to VAB ads running in parallel on the radio. All the advertisements are based on the simple idea that things can go wrong during your holiday and that when that happens, VAB Travel Assistance offers the best solution.'

You can view the advertisements at:

<http://bit.ly/JIHa5f>

<http://bit.ly/JrvQzq>

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Note for editors, not for publication:

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