

PRESS RELEASE**07 November 2012
PB 120250****Brandhome's latest book published today!
~~The World is a Mess, In Triple-A We Trust~~**

In their latest book, Erik Saelens and Nicoline Spruijt state their Triple-A brand philosophy. Triple-A is based on years of experience in brand building and reveals a trustworthy formula for future proof brand building. Triple-A identifies Authenticity, Accountability and Activation as the most important driving forces for brands in order to create value for all their stakeholders.

Erik Saelens – founder and executive strategic director: “Our many years of interest and perseverance in building brands through identity have given us a wealth of experience which we tried to capture in one, coherent philosophy: the Triple-A brand philosophy. Identity driven brand building is what we preach and have been implementing for years. A real challenge! Communication is a means, not an end. This is something many brands have yet to grasp. We see ourselves as real ‘brand whisperers’.”

Nicoline Spruijt – ceo: “To build a powerful, convincing brand you don’t need big words or complicated theories. Brands should be built and taken care of consistently. A brand should be on the agenda of both the ceo and the Board of Directors. The power lies within, so this should be the starting point for building your brand. This requires making choices. Some of them may not always be pleasant, but they are necessary to achieve your branding goals.”

Brandhome is a marketing agency that uses a unique and effective method for brand building, the Brandhome method[®]. The aim of the agency is constantly improving knowledge about brands.

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Note for the editors/ Note for publication:

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