

PRESS RELEASE

**3 July 2012
PB 120250**

Brandhome ferments brand identity for the Federation of Belgian Brewers

The Federation of Belgian Brewers – one of the world’s oldest professional associations, which unites all Belgium’s breweries – was looking for a more modern image. It turned to Brandhome, which designed it a new logo and a line of branded T-shirts, and developed a campaign to raise awareness of and respect for the federation.

Sven Gatz, Director of the Federation of Belgian Brewers: ‘Brandhome started by scrutinising our brand identity and adjusting its flavour. Based on the brand recipe that resulted, a house-style and logo were developed consisting of a stylish letter “B” incorporating an upper and a lower-case letter. The double B refers to us as a federation and to what we stand for – beer and, of course, Belgium. Brandhome also worked it nicely into the T-shirts we sell at the Beer Museum.’

Brandhome’s Nicoline Spruijt: ‘We added a dash of red to the logo-brew to suggest the Belgian tricolour. And for the “Respect 16” awareness campaign, we came up with a concept that calls on under-16s to keep away from beer: “Ask me for anything apart from beer” immediately gets across the essence of the campaign.’

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Note for editors, not for publication: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.