

PRESS RELEASE

11 September 2012

PB 120251

Brandhome and Sugar Jackson pack a mean punch

Sugar Jackson will appear at Antwerp's Lotto Arena on 21 September as part of 'Boxing Fight Night', during which he will challenge for the European title. The match will be broadcast by Sporting Telenet and will also be shown live in ten other countries. It's a big moment for Jackson, who is totally committed to returning to the top, supported by Brandhome.

Boxing and advertising might seem like an odd combination, but that's not the case at all. Brandhome – Jackson's sponsor – sees lots of similarities between the advertising world, Sugar Jackson and itself.

Nicoline Spruijt, Brandhome CEO: 'Sugar Jackson is a real challenger. Not so long ago, public opinion wrote him off as a boxing champion. But thanks to his unbelievable drive, he's worked his way back to challenge for the European title. It's just the same for brands: being the underdog often gives you that extra bite.'

'Daring to do it' is every bit as central to Brandhome as it is in the boxing world. In both cases, you have to dare to put yourself out there, face challenges head-on, take calculated risks and throw the occasional surprise punch.

Achieving a lot with modest resources but plenty of talent: that's what Brandhome is all about. And that's what Sugar Jackson stands for too. Brandhome's mission is to help brands grow faster than the market. The key to achieving that in our view is not *what* a brand invests but *how* it invests.

A clear strategy and gutsy attitude will take you a long way. So boxing and advertising aren't really that far apart after all...

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Note for editors, not for publication:

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