

## **PRESS RELEASE**

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# **Sh\*t Applicants Say in a Job Interview: Brandhome achieves a viral hit for BNP Paribas Fortis**

**BNP Paribas Fortis is launching an unusual viral web series this month as part of the bank's employer branding campaign. Brandhome came up with the viral concept and used an unconventional approach to create videos that made it into the YouTube Top 5.**

Advertising films are traditionally scripted down to the last detail. But that doesn't work when you're trying to achieve the kind of humour in your video that will appeal to the online audience. Nothing is as deadly as a viral that feels contrived.

Nicoline Spruijt, Brandhome CEO: 'Brandhome has a reputation for establishing a robust conceptual framework, and that really adds value in a project like this. Because there has to be sufficient trust between the client and the agency to strike the right chord both creatively and strategically. The first instalment of the five-part web series made the Belgian YouTube Top 5, with an approval rate of no less than 95%. That's a remarkably high score for an audience that's critical, hard to reach and less than keen on advertising on "their" internet. It's OK to pick up "likes", but it's when people are quoting your clips verbatim in the YouTube comments that you know you've created something with sticking power.'

View the clips at:

[youtube.com/MijnJobBNPPF](https://youtube.com/MijnJobBNPPF) (Dutch)

[youtube.com/MonJobBNPPF](https://youtube.com/MonJobBNPPF) (French)

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*Note for editors, not for publication:*

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