

PRESS RELEASE

1 October 2012

PB 120253

Brandhome throws itself into the Antwerp elections

October 14 is the big day. That's when Belgians will head en masse to the polling booths to decide who gets to run their local council for the next four years. A perfect opportunity for Brandhome to do some research.

Brandhome's Erik Saelens and Nicoline Spruijt launch their new book, *Triple-A brands*, on November 10. In it they highlight the three major trends that will drive brands in the future, starting today. Saelens and Spruijt believe a strong brand needs three characteristics: Authenticity, Accountability and Activation.

These same trends are also important to politicians and their parties when it comes to winning voters' allegiance. Brandhome therefore decided to investigate which politicians qualify as Triple A-worthy.

Nicoline Spruijt, Brandhome CEO: 'It's not the first time we've done research into the different levels of government. Politicians too are basically brands trying to sell themselves. Through this research, we want to see which leading politicians score highest and lowest for Authenticity, Accountability and Activation. Specifically, we're going to survey people to find out which politicians they perceive as honest, responsible, credible, and so forth.'

The study will focus on the Antwerp municipal elections, which are coming in for national attention right now. The election results will then show whether or not Triple A politicians can count on more votes.

You can take part in the study via the link on www.brandhome.com.

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Note for editors, not for publication:

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