

PRESS RELEASE

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Brandhome develops a masterpiece of a pop-up store with BbyB Chocolates.

The Antwerp marketing agency Brandhome and BbyB Chocolates have launched a first pop-up retail outlet. Since 18 October shoppers in Antwerp have had the opportunity to discover BbyB's 'tasteful masterpieces' at an exclusive, temporary store.

Brandhome, in close collaboration with the team at BbyB Chocolates, devised the store concept and led the implementation of the overall project, including the physical set-up, communication plan and field activation. The whole thing was done in the space of just six weeks. The result: a tasteful pop-up masterpiece!

Dirk Reyn and Jan Verleye, owners of BbyB: 'The BbyB Chocolates brand brings haute couture to Belgian chocolate. Working with Brandhome, we've extended our values of innovation, surprise and seduction into the total concept of the pop-up store.'

Nicoline Spruijt, Brandhome CEO: 'Brandhome has a reputation for establishing a robust conceptual framework, and that really adds value in a project like this. It was a unique experience working with the BbyB team to extend the created brand concept right through into a pop-up store.'

BbyB's haute couture chocolate can be discovered until 15 January 2013 at its pop-up store (Wiegstraat 12, 2000 Antwerp).

Full details are available via

<https://www.facebook.com/BbyBchocolates?fref=ts>

Find out all about BbyB Chocolates at www.BbyBbe.

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Note for editors, not for publication:

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