

PRESS RELEASE

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SO DELTA! SO BRANDHOME!

The winter campaign of the Dutch multi-utility company DELTA builds on the same 'So DELTA' communication concept as its summer campaign. The consistency of the campaigns is firmly rooted in DELTA's brand identity, and particularly in its emotional associations, which emerged as the focus for communication after thorough research. DELTA once again turned to Brandhome for this unique approach.

Anton Baert, Communication Manager at DELTA: 'DELTA has been working with Brandhome for some time now on the consistent strengthening of our brand. As part of that, we carried out a wide-ranging and deep study of the emotions associated with DELTA and its products. It's the first time an energy or telecoms company in the Netherlands has researched those kinds of emotion. The "So DELTA" concept dovetails with that perfectly: it shows that DELTA is intertwined in the daily lives of people in Zeeland. Whenever you need DELTA's products and services, we're there for you!' That's why the campaign is based around "real Zeelanders" and "real customers". "So Jantien and Glenn, So Klaas and Nel, So Michel and Fenna ... So DELTA!"

Brandhome's Nicoline Spruijt: 'Identity-driven branding is our speciality, and research into the emotional identity of a brand provides firm grounding for developing a communication concept that strengthens that brand further. The success of the summer campaign and the fact that the overarching "So DELTA!" campaign can be readily extended into new seasons confirms the value not only of the creation, but also of the strategy underpinning creation *and* brand. It's so Brandhome!'

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Note for editors, not for publication:

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