

PRESS RELEASE

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Brandhome opts for creative VAB campaign in partnership with *Het Belang van Limburg*

The Flemish automobile association VAB is targeting Limburg province with its new membership campaign. A strategic choice was made for a close partnership between Brandhome, the VAB and the newspaper *Het Belang van Limburg*.

'Creative use of a specific medium is often more effective these days than traditional marketing and communication,' VAB Marketing Manager Jan Creten says. '*Het Belang van Limburg* is an extremely valuable partner for us. The VAB still has a lot of growth potential in Limburg, and the title's penetration in the province is exceptionally high. The figures for Limburg as a sales market are very promising: eight out of ten people in the province have one or more cars in their household and they tend to cover more kilometres in total than the average Fleming. Research also shows that Limburgers are more likely to view driving as a leisure activity.'

'All this ties in perfectly with our current VAB campaign,' Brandhome's Nicoline Spruijt adds. 'Had a breakdown? The VAB will get you on your way in a flash, so you won't miss anything. We're organising a competition in partnership with *Het Belang van Limburg* in which the paper's readers will be closely involved. We're asking them to post a photo online of a moment they would have missed if it hadn't been for their car. A holiday, a party or some other occasion where their car got them to the right place at the right time. The prize is a city break for two. Readers of *Het Belang van Limburg* and She.be will also be offered a discount if they sign up for VAB Breakdown Recovery. To approach She.be readers specifically, Brandhome has created an editorial dossier about cars and breakdowns aimed entirely at women. Brandhome conceived all the elements of the campaign in partnership with *Het Belang van Limburg*: an advertorial, the back page of the paper, print advertisements, adverting, and banners – you name it. And we didn't just take care of the creative content, design, layout, and so forth: Brandhome also ensured that everything was done totally in keeping with the VAB brand. The result is a successful partnership and above all a creative way to give a sales campaign extra bite within the available budget.'

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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