

PRESS RELEASE

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Brandhome and VAB turn breakdowns into happy memories

Accidents and breakdowns on the road can happen just like that. Thankfully the VAB, the Flemish automobile association, can deal with them just like that too. It's that sense of reassurance, which underpins the new campaign concept created by Brandhome and the VAB. We look over the member's shoulder as the patrolman gets the family back on the road in a flash. Meanwhile, the carefree mother or father takes snapshots of this setback with a happy ending.

'What we want to emphasise in the campaign is that an accident or breakdown doesn't have to mess up your plans,' the VAB's Jan Creten explains. 'In Belgium or abroad, our patrols get VAB members back on the road. The images symbolise the carefree VAB feeling perfectly: it's so great; you want to take a picture of it. All you have to do if you break down is step back while we solve your problem. Your breakdown actually becomes a happy memory to share with your friends.'

Brandhome's Nicoline Spruijt: 'The pictures show in a light-hearted way that breaking down needn't be a drama. Brandhome took care of the concept, photo shoot and development. The images also tie in with earlier campaigns we've developed for the VAB, including a partnership with the newspaper *Het Belang van Limburg*, in which readers sent in their own photos. The new images will be used for bannering, mailings, leaflets, POS material and so forth.'

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Note for editors, not for publication:

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