



identity driven brand building®

PRESS RELEASE

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Brandhome builds specialised and personal site for Bank J.Van Breda & C°.

The communication agency Brandhome has helped Bank J.Van Breda & C° launch a renewed website. Bank J.Van Breda & C° is a specialised advisory bank that exclusively targets entrepreneurs and independent professionals. It was keen to refresh the design and on-line possibilities of its website. Brandhome and Bank J.Van Breda & C° conceived the wireframes, design and content together. The result is a clear and understated website that makes the ideal on-line calling card for Bank J.Van Breda & C°.

Nicoline Spruijt, Brandhome CEO: 'we took account when building the new website of the "specialised and personal" brand essence. Extending a clear brand promise to a website was a challenge. A website is an extremely important way of communicating with your target group, just like billboards, print advertisements and radio ads.'

Luk Lammens of Bank J.Van Breda & C°: 'Entrepreneurs and independent professionals are time-poor, so they need information that's clear and direct. The result is a professional site that gets right to the point, where you can leave your details straight away, and which doesn't have you clicking endlessly from one page to the next. The use of large, immediately recognisable images of independent professionals and entrepreneurs emphasises the fact that Bank J.Van Breda & C° focuses exclusively on that target group.'

The site is now live at www.bankvanbreda.be

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Note for editors, not for publication:

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