

PRESS RELEASE

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Brandhome launches Triple-A quick scan® at Dubai Lynx

Erik Saelens, founder and executive strategic director of Brandhome, spoke at Dubai Lynx, the leading advertising festival in the Middle East. He unfolded how brands can become Triple-A brands. And how they should face challenges in 2013 and beyond. At the festival Brandhome launched its Triple-A quick scan®, a free diagnostic tool to measure how brands perform on 3 major global trends: Authenticity, Accountability and Activation.

AAA (Triple-A) has always been an indication of value, ranging from real estate locations, over school grades, to financial products, and many more. Following the same logic, a Triple-A brand is a brand that ensures value for all its stakeholders. A Triple-A brand is a balanced brand, combining the values of 3 elements that reflect today's global trends towards brands: Authenticity, Accountability and Activation.

Erik Saelens: "It is my fourth time at Dubai Lynx and I consider it a great honour to be invited here. We took the opportunity to launch Brandhome's Triple-A quick scan® at the festival. This new tool consists of 30 statements capturing the different dimensions of the Triple-A philosophy. It provides insights and opportunities for brands willing to grow their Authenticity, Accountability or Activation. The quick scan is free and available at www.triple-a-index.com."

Brandome's latest book, *The World is a Mess, in Triple-A We Trust*, the Triple-A philosophy is fully explained. The book can be ordered online through www.tripleabrands.com.

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.

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Note for editors, not for publication:

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