

## **PRESS RELEASE**

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### **Brandhome and DELTA launch All-in-1 concept**

**Together with the Dutch multi-utility company DELTA, Brandhome created a campaign for the launch of the DELTA All-in-1 multimedia concept. In a later stage, DELTA's All-in-1 packs will go beyond multimedia services, offering all DELTA services as well as third party services on a soon to be developed interactive platform.**

Since March 15th, all customers in 'Zeeland' have access to the new DELTA All-in-1 pack. In the near future, DELTA customers will be able to go beyond this full multimedia pack and manage their energy-use, switch devices on and off, make use of care services, etc. There are no limits to the possibilities of this interactive platform.

Brandhome worked out the strategy in cooperation with DELTA and was responsible for the creative translation and production of the new 'All-in-1' concept. Furthermore, the bureau built an entire image-and-action-campaign for TV, radio and online. A partnership was established with the well-known local band Bløf, who re-recorded their song 'Beter' exclusively for the campaign.

Marina Geelhoed from DELTA: 'This concept is crucial for DELTA. It allows us to clearly show our customers what we have to offer and what is still to come. Brandhome has done a great job, guiding us during the realisation of the concept and the accompanying campaign by co-developing a strategy and translating this to development and production.'

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*Note for editors, not for publication:*

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