

PRESS RELEASE**6th May 2013
PB130012****Brandhome helps developing a new VAB-product architecture.****Brandhome developed a new visual identity for VAB's entire product range. The existing products, Roadside Assistance, Travel Assistance and Annulation Insurance were bundled into 3 easy and economical packs: VAB-Assistance pack, VAB-Holiday pack and VAB-Multi pack.**

Nicoline Spruijt, CEO of Brandhome: "To visualise the new product architecture, labels were created with a different colour code for each product or pack. The different products were also given an icon to make the composition of the different packs clear at first sight. The creative translation of the chosen visualisation of the labels lies in its simplicity. We cannot live without labels. Without them, we get lost in the supermarket, we can't choose wine in a cellar, not a book in the library. One word and colour can capture the essence. Right away we know: this is where I need to be. Labels. Because they make a complex world, simple. The visual identity of the labels has been applied to renewal mailings, prospection folders and the website."

Jan Creten, marketing manager of VAB: "We have chosen to optimize our product architecture: more logical, transparent and scalable. With the new VAB-packs we want to be of even better service for our clients: with the quality and service they have come to expect from us and with products which can clearly offer a complete protection, dependant on the needs in mobility of our clients. The VAB-packs provide our clients with peace of mind, whenever they leave home.

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Note for editors, not for publication:

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