

PRESS RELEASE**16th of May 2013
PB130014****Brandhome puts VAB-Bicycle Assistance in the digital saddle**

VAB-Bicycle Assistance is the latest member of the VAB-product family. From now on, the VAB-patrolmen are also ready to come and repair your bike in case of breakdown. After giving VAB-Bicycle Assistance a first boost, Brandhome developed a digital ad for the new tablet version of the VAB-Magazine, web banners and a no-nonsense radio-campaign to further lift the successful product.

Nicoline Spruijt, CEO of Brandhome: "The launch of VAB-Bicycle Assistance got an extensive editorial press coverage. In the meanwhile, the campaign got reinforced with a digital ad in the free VAB-Magazine App for tablet and a no-nonsense radio-commercial. The digital ad on tablet was not only a challenge to put the new product in the spotlights, but it also gave us the opportunity to show all possibilities of a tablet ad to potential advertisers. The online banners make the story complete."

Jan Creten, marketing manager of VAB: "VAB stands for innovation. Not only in its product development, with VAB-Bicycle Assistance as its latest offspring, but also in its own communication channels. Our VAB-Magazine went digital so what better than introducing VAB-Bicycle Assistance to our readers with a swipe. A clear radio commercial enforced our product offering and puts it firmly on the (bicycle) map."

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.

* * * * *

Note for editors, not for publication:

For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.