

## **PRESS RELEASE**

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### **Brandhome and DELTA build on successful concept in the new summer campaign**

**The new summer campaign 'So DELTA' is fully in line with the overall communication concept of the 'Zeeuwse' Multi-utility company, DELTA. As a local player, DELTA is always close to her customers. The communication concept therefore focuses on DELTA and her customers. The 'So DELTA' concept is at the core of DELTA's true identity. So Leonie, So DELTA or So Han and Bep, So DELTA: the 'Zeeuw' is central to DELTA.**

Rudolph Regter from DELTA: "Brandhome has been working for us as our lead agency for several years now. Every time, they succeed to translate, in a creative manner, our offer into an overall campaign. "The 'So DELTA' concept perfectly illustrates how we want to relate to our customer: authentic and tailored to the 'Zeeuw'. As a services provider of which also Energy and Multimedia, we are present throughout the daily lives of our customers. DELTA therefore considers it important to always stay close with her clients because DELTA So, that's also 'So being yourself'."

Nicoline Spruijt from Brandhome: "DELTA's unique positioning as a local Multi-utility company makes it a very challenging and exciting customer to work for. DELTA has a strong corporate identity. The new summer campaign connects seamlessly to and further builds on the success of the overall 'So DELTA' concept. This concept was also the leitmotiv of the previous summer and winter campaign. Brandhome did the development of the campaign with DM, billboards and print. The result is an excellent creative translation of a strong strategic concept."

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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