

PRESS RELEASE

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Brandhome helps building *perspectives on banking* with B NK.

Last week BNP Paribas Fortis launched in partnership with Tijd Connect and Echo Connect the brand B NK - B NQ. B NK is a cross-media content platform on corporate socially responsible and modern banking. By informing, B NK wants to enter the debate and engage in an objective dialogue with remarkable, innovative and concrete stories. Brandhome was responsible for the brand development and made a significant contribution to the strategy.

Walter Torfs from BNP Paribas Fortis: "With B NK (B NQ in French) we take our first steps in contextual marketing. The objectification of the context around a specific topic is more important in the message than the message itself. B NK highlights objectively the banking world today and tomorrow from different angles. The brand B NK is an independent brand in collaboration with Tijd Connect with its own editorial and research team. With Echo Connect, we bring B NQ, the French version of this platform. The first topic is mobile payment. In the coming years, this will drastically change the banking landscape."

Erik Saelens from Brandhome: "The importance of Contextual marketing will grow in the coming years due to increasing transparency in the market on the one hand, and the clutter of information on the other. The brand B NK - B NQ leads the way in an objective manner. A unique project thanks to the combined expertise of BNP Paribas Fortis, Brandhome and Tijd Connect. To be continued! "

The first Quarterly of B NK – B NQ was distributed with De Tijd and L’Echo of the 30th of May and is also available on www.tijd.be/BNK and www.echo.be/BNQ.

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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identity driven brand building®

Note for editors, not for publication: For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.