



identity driven brand building®

PRESS RELEASE

18 June 2013
PB 130017

Brandhome speaks at Cannes Lions

Erik Saelens, founder and executive strategic director of Brandhome, spoke at the Young Marketer Academy at Cannes Lions on the 17th of June. Saelens shared his philosophy on Triple-A brands with young and talented marketing professionals from all over the world.

Brandhome's Erik Saelens: "It is always an honor to get the opportunity to inspire a group of talented young potentials to build strong brands, at one of the marketing highlights of the year. Especially when speaking in front of a young audience with a passion for the profession. Marketers from all four corners of the planet and from a wide range of companies were present. Since the Jim Stengel Academy is targeted at professionals under 30, the audience represented the future of our profession and the face of brands. The Triple-A philosophy is a trend that can be noticed worldwide: building brands that are Authentic, Accountable and Activating is therefore crucial in brand building. Today, but also tomorrow."

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Note for editors, not for publication: For more information about this press release, please contact Machteld Schierbeek, machteld.schierbeek@frappa.net, +32 3 237 05 95.