

## **PRESS RELEASE**

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### **Brandhome and VAB showcase patrolman in new radio ads**

**Brandhome has developed a series of new radio ads for VAB Breakdown Assistance. They were created using a no-nonsense approach that focuses more strongly on the functional element. This means we can zoom in even more on the VAB's added value. The four ads are being broadcast on Flemish radio stations as of this week.**

VAB Marketing Manager Jan Creten: "The new series focuses on specific product features, backed up by the added value offered by the VAB, the Flemish automobile association. The advertisements for the autumn campaign focus on our key USPs: 'breakdowns you cause yourself are also covered'; 'the VAB patrolman is there for you 24/7'; 'towing to wherever suits the customer best'; and 'short waiting times'. The ads are voiced by the VAB patrolman. That way, we place even more emphasis on our friendly personnel as one of our brand's major strengths. Using the patrolman as narrator also gives us the opportunity to stress the VAB's unique character: personal/close/trusted/empathetic."

Saskia Spruijt, Brandhome Account manager: "We wanted a fresh approach for the new radio ads. The recent campaign for VAB Cycle Assistance already featured a stronger emphasis on a no-nonsense approach. So we decided to focus on the functional characteristics of the advertised products. The result is four really solid ads."

Brandhome is a communication agency with its own unique and effective methodology for building brands: the Brandhome Method®. The agency aims to constantly improve knowledge about brands.

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