

## **PRESS RELEASE**

13<sup>th</sup> of September 2013  
PB 130022

### **Brandhome and Bank J.Van Breda & C° score 9 out of 10**

**“Nine out of ten clients would recommend Bank Van Breda for its personal approach. What else would they recommend it for?” This opening line sets the tone for a series of new radio advertisements for Bank Van Breda. The ads are based around two principles. They’re a continuation of the ‘Question’ concept, which has been central to the campaigns for several years and is highly recognisable. And they also emphasise the reasons why clients actively recommend the bank. The result is a series of radio ads broadcast during drive time, delivering excellent penetration and impact for the target group of entrepreneurs and independent professionals.**

Luk Lammens of Bank J.Van Breda & C°: “Brandhome has been our lead agency for years. They’ve succeeded time after time in creatively translating our offering into an overarching radio campaign. Independent research into the client-friendliness of Bank J.Van Breda & C° confirms that the target group has rated us very highly for years on all sorts of KPIs. We’ve translated that into a series of radio ads fully developed in co-creation with Brandhome.”

Brandhome’s Saskia Spruijt: “Bank J.Van Breda & C°’s unique positioning as a bank exclusively for entrepreneurs and independent professionals makes it a very challenging and fascinating client to work for. The bank is a really strong niche player. Its NPS is high and stable, as shown by a survey of entrepreneurs and independent professionals in May 2013. Ninety percent of clients say they would recommend Bank J.Van Breda & C°. That gave us the ideal theme for the ads. The result is an excellent creative translation of a strategically strong 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.

\* \* \* \* \*

*Note for editors, not for publication: For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net),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