

PRESS RELEASE**12 December 2013
PB 130023****Why choose AG Insurance? Brandhome turned the answers into a new corporate movie.**

AG Insurance wants its new website to inform consumers better about insurance in general and AG Insurance's offering in particular. Brandhome conceived and created a corporate movie for the homepage, showing in one minute what AG Insurance stands for. Not just for customers, but for its distribution partners and employees too.

Nathalie Chevalier, Head of Branding & Communication, AG Insurance: "As the market leader in the Belgian insurance sector, we're in contact with a lot of people, both directly and indirectly. So the idea behind this corporate movie was to show consumers the breadth of our brand – the functional *and* the emotional benefits. Insurance may seem a little mundane and self-explanatory, but when it comes to protecting yourself and your loved ones, you need to be sure you've picked the right partner. The same goes for businesses as well."

Saskia Spruijt, Brandhome Account manager: "To make the corporate movie, we explored what motivates the various target groups to work with AG Insurance. We then translated those drivers into a clear and consistent visual and textual structure. The characters in the corporate movie tell the viewer why they chose AG Insurance, followed by a slice-of-life scene featuring customers, distribution partners and an AG Insurance employee in their daily lives. The result is a perfect fit between the concept and its execution."

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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Note for editors, not for publication:

For more information about this press release, you can contact Machteld Schierbeek, +32 (0)3 237 05 95 or machteld.schierbeek@frappa.net