

## PRESS RELEASE

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### **Brandhome collects more than 2014 likes and 2014 euro for charity**

**We did it! Brandhome succeeded in collecting 2302 likes with the Facebook action '2014 Make it count!'. We reached our goal so 2302 euro goes to the Brandhome foundation. With this contribution the foundation works hard to give underprivileged children a small boost. But the 'likers' are rewarded too. They get the 'Triple Trade Mark Survival Pack' e-book for free. These are three handy booklets filled with marketing wisdom.**

Score two thousand fourteen likes on Facebook before 14:14:14 on 14.01.2014, that was our goal. As the deadline passed there were 2302 likes on the counter of the Facebook page. Mission accomplished! The 2014th liker, Christophe Claessens, not only gets the Survival Pack but also an iPad mini.

*Erik Saelens, Strategic Director of Brandhome:* "This action had two objectives. On one hand we wanted to support SPARK, one of the Brandhome foundation's charity projects. SPARK is a tool that tries to facilitate the communication with children with autism. This project fits the goal of our Brandhome foundation perfectly: helping underprivileged children and youth advancing in life. On the other hand we want to give people the tools for brand building through our e-books. All of this comes together in this succesful action."

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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*Note for editors, not for publication:*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.