

PRESS RELEASE

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Brandhome launches Brandhome method[®] lite test

The Antwerp marketing agency Brandhome has launched a quick online tool to test knowledge of marketing. The test is based on the Brandhome method[®] – six steps the company has developed to build brands. It can be taken at www.brandhome.com/methodtest. Once they have completed the test, participants get their overall score plus a brief explanation of where their knowledge is good and where they could use a bit of advice. The tool isn't just intended for seasoned marketers: anyone with an interest in the field can test their knowledge free of charge.

Brandhome's Erik Saelens: "Brandhome has immense experience in building brands and we're keen to share that knowledge with our clients and other brand builders. Having already distributed our Brandhome method[®] lite books for free, we're now also offering a test so people can check their knowledge of the branding process. It will help marketers and non-specialists alike discover which areas they need to work on."

Brandhome developed the test because it expects the role of marketing agencies to evolve in the future. Erik Saelens believes that companies themselves will increasingly have to develop the knowledge and ability to organize their marketing and communication internally, with marketing agencies playing more of a supporting role. Knowledge-sharing is part of that development.

Brandhome is a marketing agency that uses a unique and effective method for brand building, the Brandhome method[®]. The agency aims to constantly improve knowledge about brands.

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Note for editors, not for publication:

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