

PRESS RELEASE

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Saelens launches new book 'The Story Wars' at Cannes Lions

Erik Saelens is speaking today at the Storytellers Academy at the Cannes Lions advertising festival. He will present his vision on the importance of storytelling in the building of Triple-A brands, and will launch his book on storytelling: 'The Story Wars: why brand stories beat advertising tales'. The new book by Brandhome's Executive Strategy Director explores storytelling in all its aspects. 'The Story Wars' is available online as of today via www.brandhome.com/storywarsbook. As always, all the proceeds of the book will go to the Brandhome foundation.

*Brandhome's Erik Saelens: 'Storytelling is the oldest form of knowledge transfer. People were telling stories long before they could write. It binds the identity of the brand, or the company behind the brand, to its various target groups. If brands are going to survive in a rapidly changing world, they will have to be Triple-A: they need to show Authenticity, Accountability and Activation. Brands with honest, authentic stories will outperform superficial advertising gimmicks. That means storytelling will be *the* brand weapon in the years ahead.'*

As part of the prelaunch for his book, Erik Saelens took part, along with Joris Moolenaar, Executive Creative Director at Brandhome, in the Gumball 3000 Rally, which finished this year in Ibiza. From there, it was a short hop over to Cannes, where Saelens will use stories about the rally as part of his introduction. What makes Gumball 3000 so special is that it is the ultimate example of a brand built entirely through storytelling. The rally is a unique, creative hotspot straight out of the box, just like Brandhome. Find out more about Saelens and Moolenaar's adventures during the Gumball 3000 Rally at www.facebook.com/brandhome.

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Note for editors, not for publication:

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